TearSheet

October 1992

Case Histories

Kim Osborne
Layout Artist
LESHER NEWSPAPERS, INC.
3033 N. G Street
Merced, CA 95340

"When we decided to have a special Garage Sale promotion, we wanted to give the advertiser something extra for his money. So I designed Garage Sale signs for businesses to place in their store windows or on a sidewalk sign. Art from (Aug. 91) *PMS* gave the sign a fun bargains-galore feel. I used it again on our promotional flyer (shown here) choosing green on white paper – the color of money," said Osborne. Flyer is 8 1/2" x 11".

Case Histories

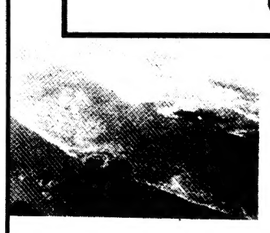
Christi Courian
Layout Artist
MAIL TRIBUNE
33 N. Fir
Medford, OR 97501

A group of advertisers from the Oregon coast was coordinated for the newspaper's Summer Recreation Guide. Said Courian: "*PMS* full color separation art of a beach scene was perfect to create the mood of the coast. We used the blue plate for the image and cropped to use only the lighthouse." Bottom edge of topper created on the computer. Color separation from June 92 *PMS*.

Have a whale of a time at the Oregon Coast

BEACHFRONT INN
At the Port of Brookings
"The Coast's Closest Rooms to the Ocean"

OUR DELUXE UNITS ARE MINI-SUITES!!
Come Relax & Cool Off!



- All rooms with refrigerators and microwaves
- Brookings only ocean-front motel
- 78 dramatic beach-front units, all with private decks
- Suites with ocean view & whirlpool tubs
- Kitchenettes
- Swimming Pool & Spa • Sundeck
- Just steps away to the beach
- No pets allowed in deluxe units

FOR RESERVATIONS CALL
(503) 469-7779 or 1-800-468- 4081
16008 Boat Basin Road • P.O. Box 2729 • Harbor, Oregon 97415

THE RIGHT PLACE AT THE RIGHT PRICE!

Compare Rates and Save!
• Senior Discounts • AAA Discounts

• Outdoor Spa Available • Satellite TV
• Free Coffee • Gift Shop

Brookings Inn
(Sorry - No Pets)
Hwy 101 North, Brookings, OR 97415
For Reservations Call
1-800-822-9087

Conveniently located next to the
Flying Gull
RESTAURANT & LOUNGE
On Premises -
Open 6 a.m. to 10 p.m. daily

Ship Ashore RESORT

***THE* Place to Have Fun on the Coast**

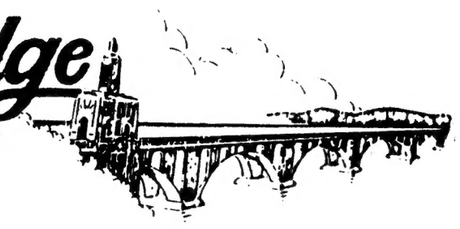
Overlooking the Pacific Ocean where the Smith River meets the sea.

- Comfortable Rooms
- Great Food
- Music Every Night
- Trailer Park
- Campground
- Convenience Store

RESTAURANT OPEN
6 am-10 pm daily
LOUNGE OPEN
Sunday-Thursday
Noon-12 pm
Friday & Saturday
Noon-2 am
OPEN 365 DAYS A YEAR

Ship Ashore on Hwy. 101 north of Smith River, CA
(707) 487-3141

***River Bridge* INN**
On The Rogue River



ALL RIVER VIEW ROOMS • NEW UNITS • SPA

Hwy. 101 at Rogue River Bridge • Gold Beach
Call Toll Free 1 (800) 759-4533

Your Hosts Gary & Jeanette Saks
For Reservations or Information
(503) 247-2765 or 1-800-822-4444

Just North of Gold Beach . . .
HONEYBEAR CAMPGROUND
and
BLACK FOREST KITCHEN
(9 miles north of Gold Beach, turn at golf course sign).

GERMAN FOOD AT ITS BEST!
Come and join our family style dinner parties.
DINNERS: 6 PM TUE. - SUN.
• Musician: Arthur Barduhn

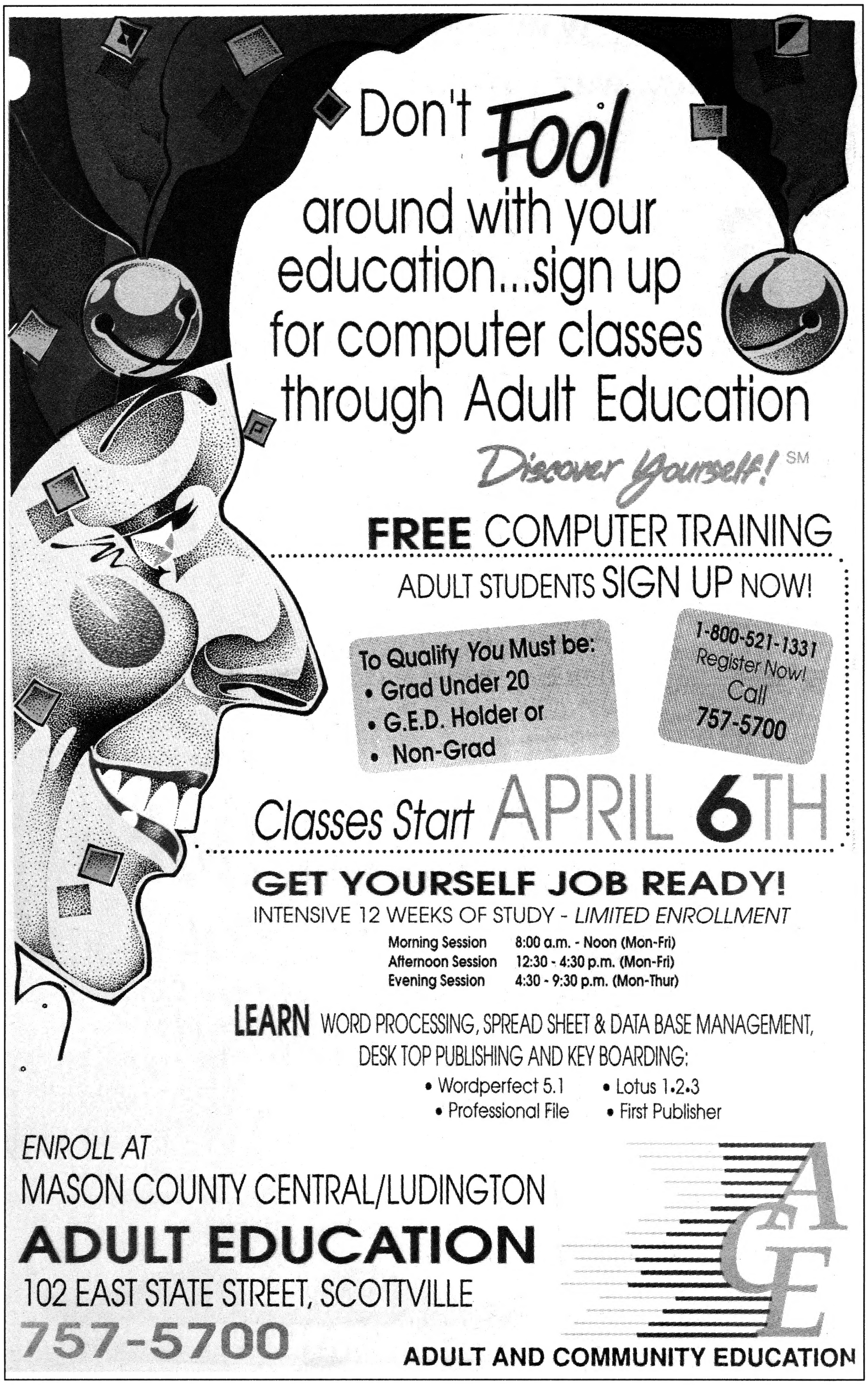
- Pull through campsites among the trees
- Ocean and stream fishing
- Super clean restrooms and showers
- Laundromat
- Full hookups
- Dump station
- Shuttle Service to boat trips
- Playgrounds
- Camp Store

A spacious, secluded 100 acre campground with access to the beach.

Case Histories

Christine Virgo
Graphic Artist
LUDINGTON DAILY NEWS
202 N. Bath
Ludington, MI 49431

Joker from April 91 *PMS* is a real attention-getter in this full-page newspaper ad for adult education classes. Adding to the already considerable visual appeal is the fact that it's printed in full color. A real stand-out in the newspaper environment.



Case Histories

Roy Kimball
Graphic Artist
ANCHORAGE PRINTING, INC.
3110 Spenard Road
Anchorage, AK 99503

Printing company hits the campaign trail with promotional self-mailer featuring Uncle Sam from July 91 *PMS*. Animated pose, strong silhouette style, overlapped type, and grad screens work together to add movement and interest to this dynamic design. Printed in red and blue.

For All Your Campaign Needs!

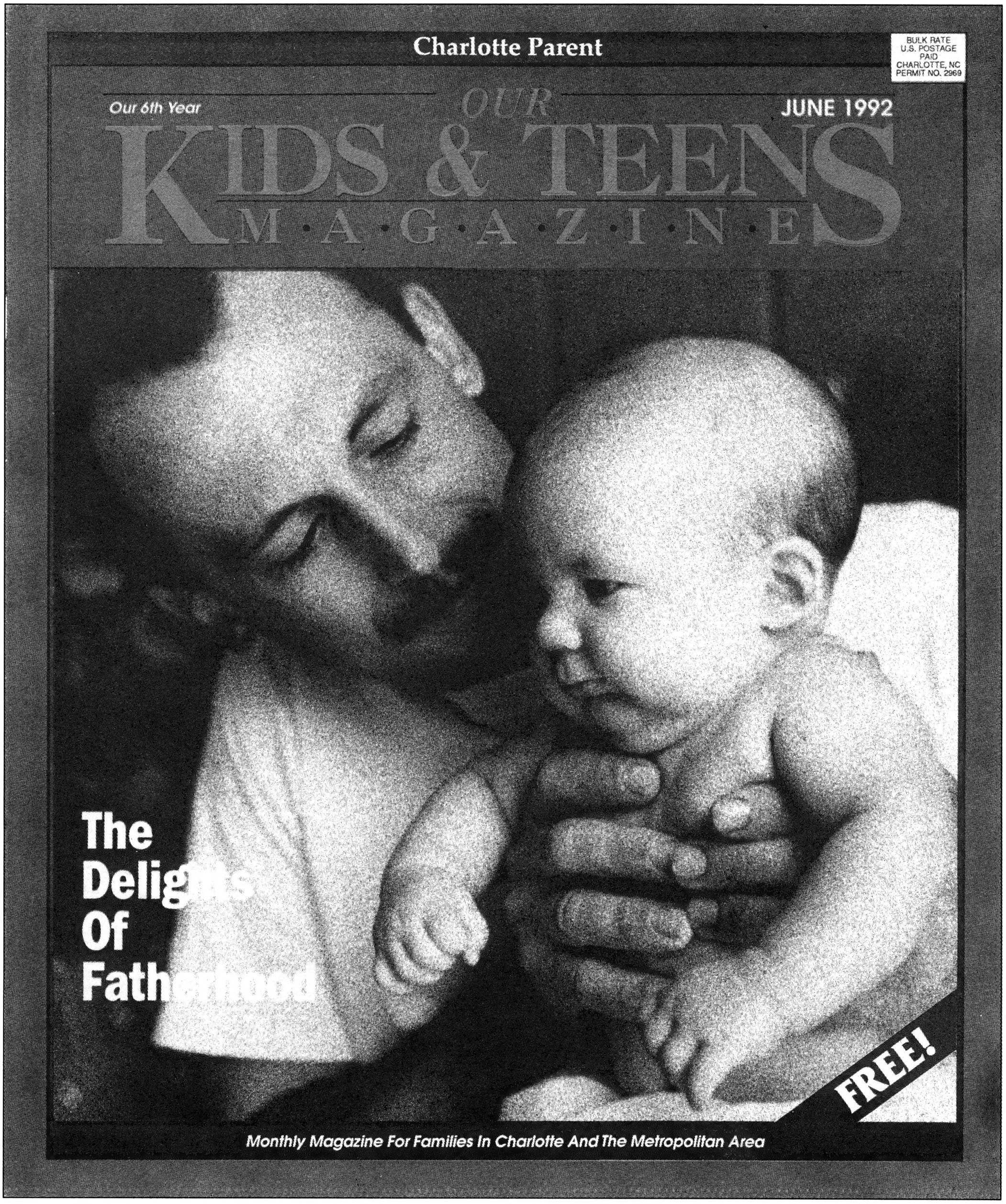
Reaching your constituents and acquainting them with your views on important issues is a considerable task. We can assist you in achieving your goal. For nearly 40 years we have consulted candidates about what types of printed materials to use in their campaigns. Being a full service printing company, we are capable of designing and producing your printed pieces expeditiously. Anchorage Printing Inc. can handle your campaign print work! You'll find our service and attention to quality is exactly what your campaign needs.

ANCHORAGE PRINTING INCORPORATED
3110 Spenard Road • Anchorage, Alaska 99503 • (907) 272-2213 FAX (907) 272-2105

Case Histories

Stacie Mounts
Art Director
OUR KIDS & TEENS MAGAZINE
1100 S. Mint St., Ste. 102
Charlotte, NC 28203

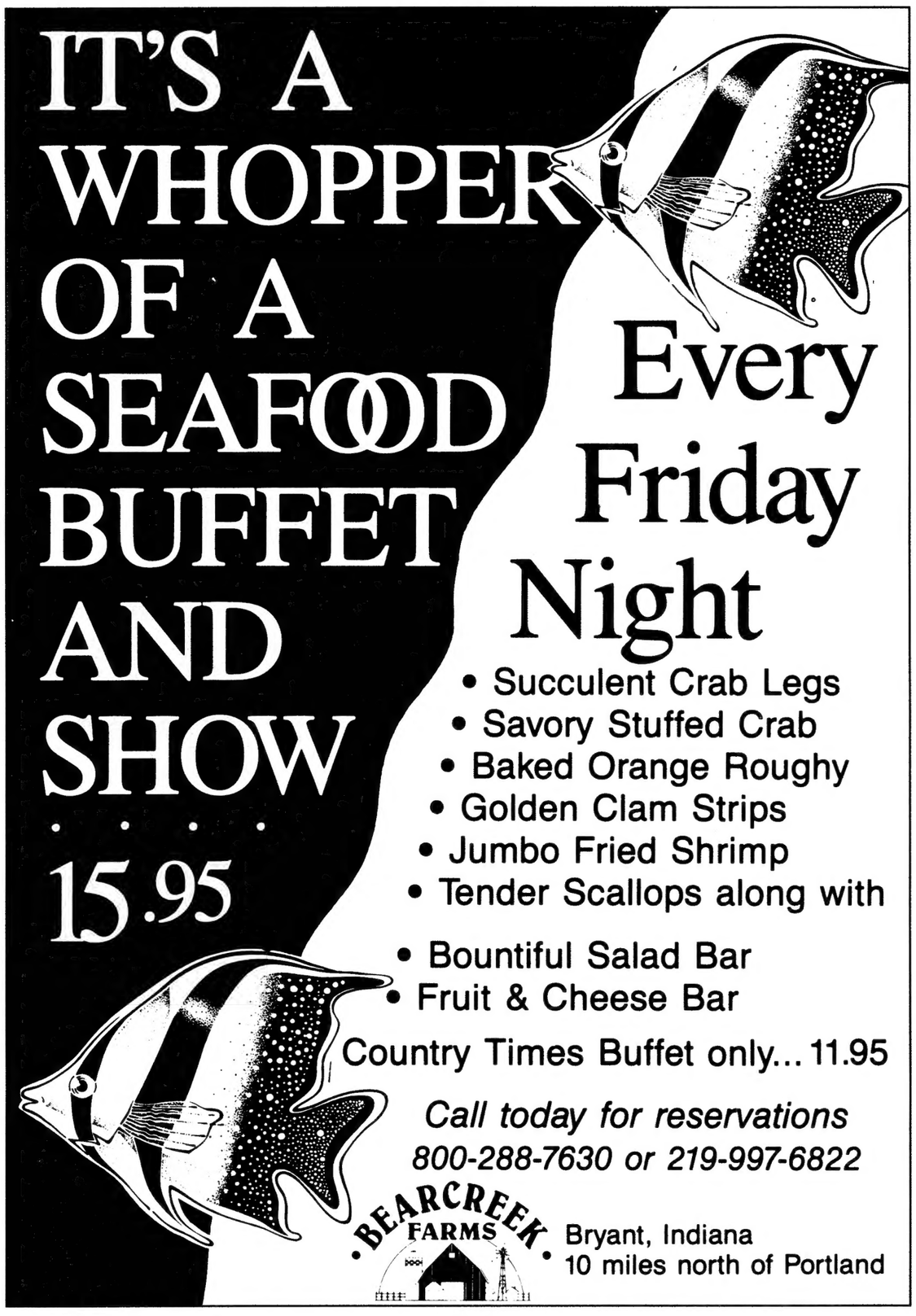
"Your monthly art selections are a big plus when trying to be creative during hectic deadlines. Your photo of dad and baby was perfect for our cover.... It was especially fitting for our Father's Day issue. We have received many compliments on it," said Mounts. Duotone is from June 92 *PMS*. Black plate was run in black, color plate was separated into three colors by the printer.



Case Histories

Julie Parmerlee
Designer
GMI
St. Rd 3 North
Eaton, IN 47338

Two newspaper ads flaunt their own sense of style. Seafood buffet ad uses tropical fish from June 91 *PMS*. Craft fair ad showcases ready-to-go ad frame from March 92 *PMS*. Both ads demonstrate a nice contrast between black and white, positive and reversed type.

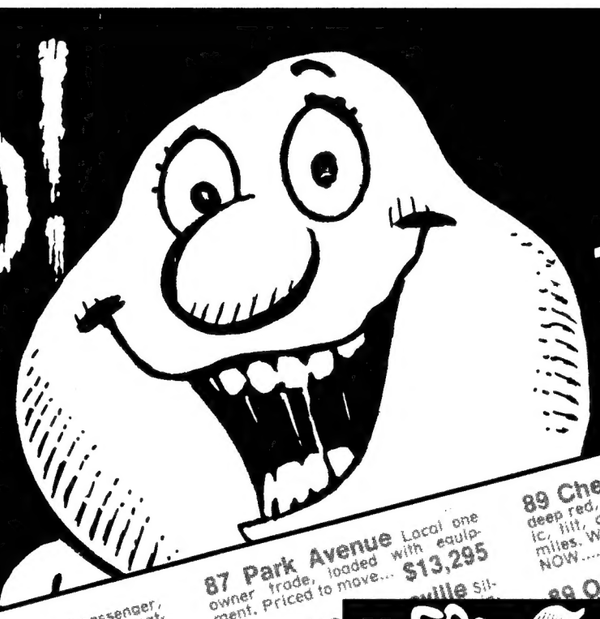


PMS COVER STORY: Peaceful scene from page 16 featured on this month's cover. Duotone enlarged and slightly cropped, color plate printed in solid color, and black plate printed in a screen of black. All type is Trajan. Printed in three Pantone® colors on Carolina cover stock. Metallic silver ink used for drop shadows and outer border.

TRADE SHOWS: This month Dynamic Graphics' representatives will be at **Imprinted Sportswear,** Dallas, TX, Oct. 2-4; **Graph Expo,** New York, NY, Oct. 3-6; **Printing, Graphics & Mailing,** Columbus, OH, Oct. 13-14; **Bay Gutenberg,** San Francisco, CA, Oct. 15-17; **Press Expo,** Ft. Lauderdale, FL, Oct. 16-18; **Utah Computer & Business,** Salt Lake City, UT, Oct. 27-28; **Wisconsin Printing Expo,** Green Bay, WI, Oct. 28-29; **SPAI,** Indianapolis, IN, Oct. 28-31.

"You'll Be...Thrilled" Oct. 86 PMS

YOU'LL BE... THRILLED!



The Selection Is Frightening!

Whether you're selling cars and trucks or Halloween goodies, you'll find the perfect illustration in Print Media Service. Greatly enlarged ghost livens up listing ad in background. Use this all-purpose ad for a wide variety of Halloween promotions.

Our Treat

Present this ad for **$1 off** selected scary videos.
J.R. Video • 451 Main

Hang out with us Halloween Night

The WJJD FM Midnight Movie "Scared Stiff" $1.00 Admission
Northwest Cinema

Booo!
We've scared off high prices for good!
ROYAL DISCOUNT STORES
In Bardwell Square

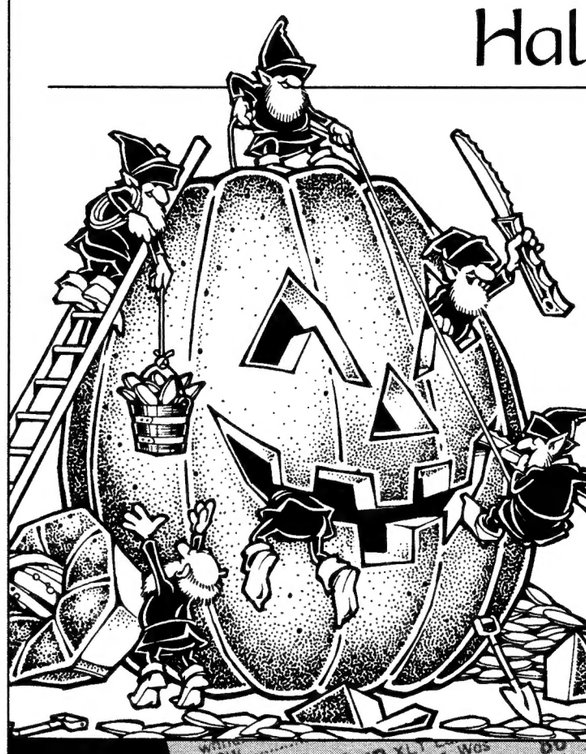
WE DARE YOU

(to visit the haunted house)

It's the most spook-tacular display in the mid-state area!
Bring your mummy out for thrills, chills, and a frightfully good time.
Admission $3 per person. Proceeds benefit the Children's Center.
137 Wells Avenue in Averyville • 5-11 p.m. • Nightly through Oct. 31

SPONSORED BY THE AVERYVILLE AMIGOS CLUB

Halloween Happenings



at South Point Mall

Saturday, October 31

10 a.m. - Halloween Breakfast with Jack-O'-Lantern
Noon - Milton Marionettes with a special Halloween show for all
1 p.m. - Dayton High School Band performance in the Central Atrium
2 p.m. - Fall Fashion Show at Bergan Sax
4 p.m. - Costume Judging at center square, Mall Gift Certificates to be given away in 10 categories
6 p.m. - Trick or Treating at all mall merchants until 9 p.m.

"We've Got It All In Store For You"

South Point Mall is conveniently located at Hwy. 112 and Rte. 50

Give Trick or Treat Coupons

The little monsters can save 50¢, 75¢, or $1.00 on fries, hot dogs, drinks, desserts, and more.
Field Family Restaurants
199 Empire Ave. • Littonville • 555-4312

You'll Have So Much Fun It's Frightening

Grab your best ghoul or your favorite fiend and celebrate with us at the city's hottest Halloween night spot. It starts at the witching hour of 7 p.m. with free hors d'oeuvres and drink specials all night long. At 11 p.m. we will pick the best costumes. It's monstrous fun for all!

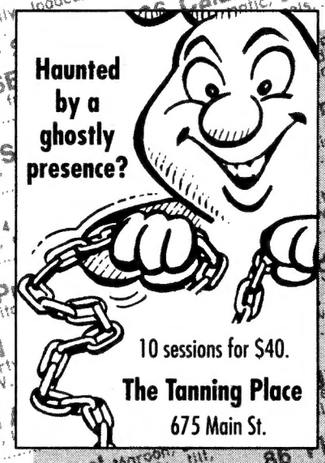
$100 Costume Prizes:
Best, Scariest, Most Original, Most Unusual, and more!

Last Chance Saloon
1687 Minneola Ave. ▪ 555-8119

Pssst...
Homemade costumes are the coolest! And they're easy to make for your little goblins or yourself.

COUPON
Implicitly SuperHero Costume Patterns
Over 50 designs to choose from. In child or adult sizes.
Limit one with coupon.
Coupon expires 10/31/92
99¢
Sew Fine Fabrics **Heston Mall**

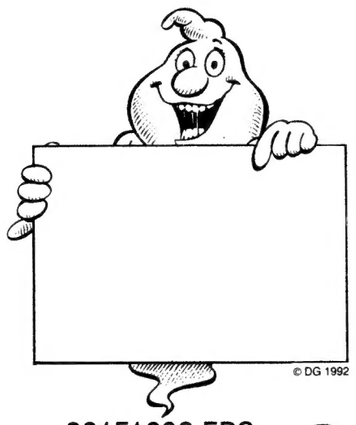
Haunted by a ghostly presence?



10 sessions for $40.
The Tanning Place
675 Main St.

Stop in and stock up on candy, costumes, make-up, and more!
Your Happy Halloween Place

Valley Variety
698 Ames



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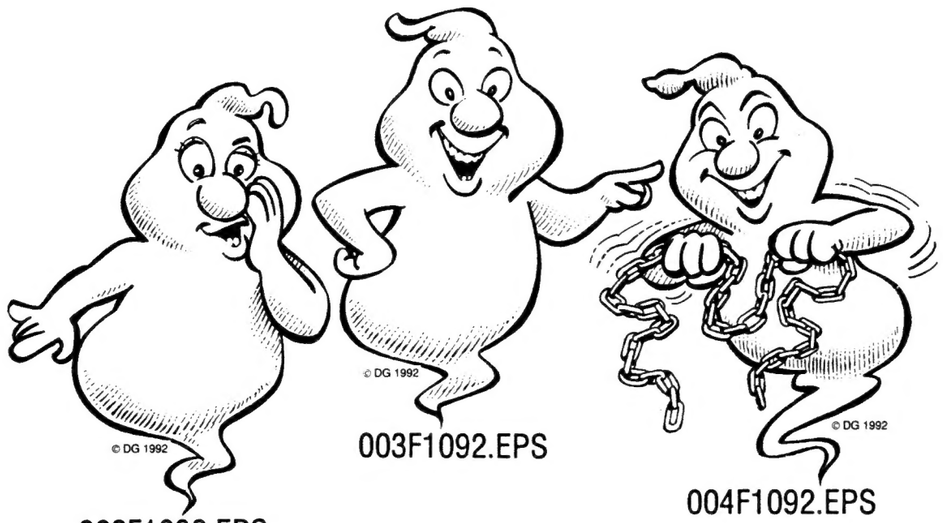

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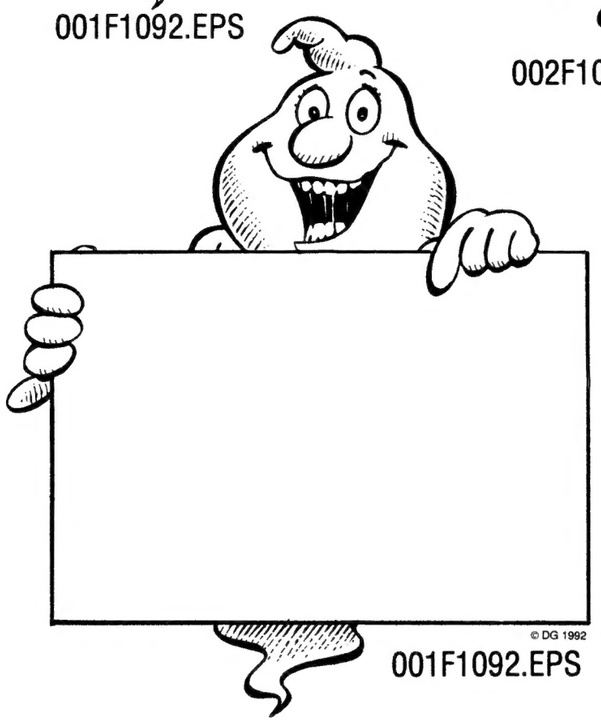

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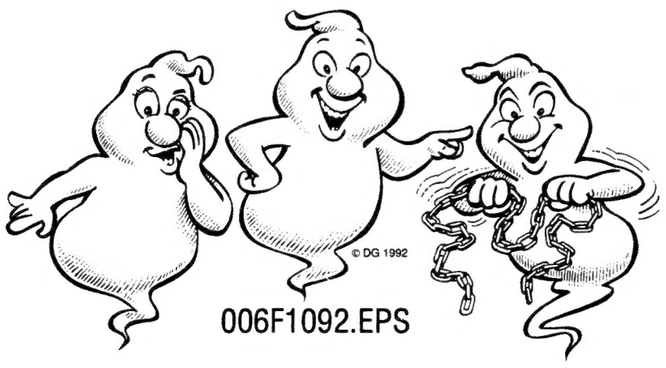

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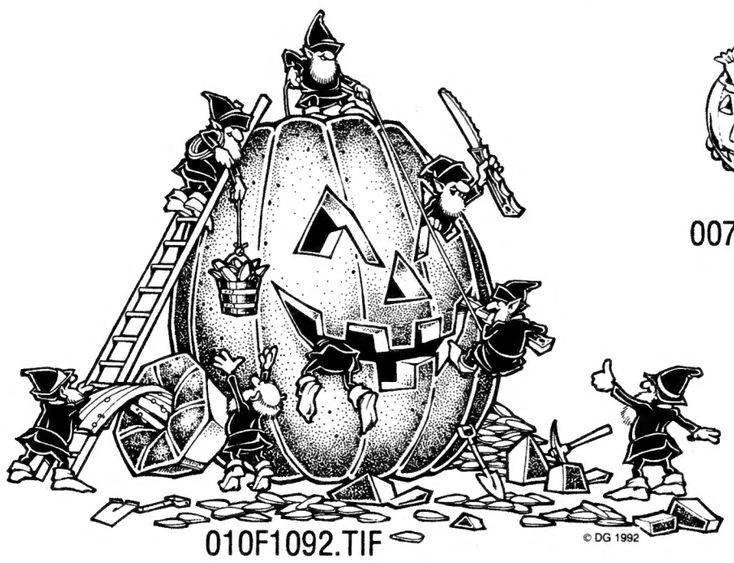

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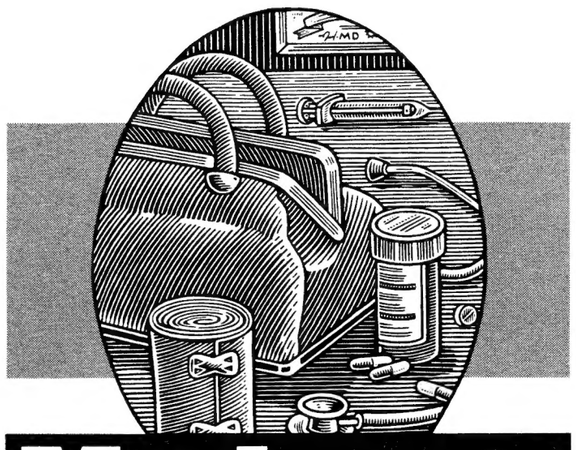
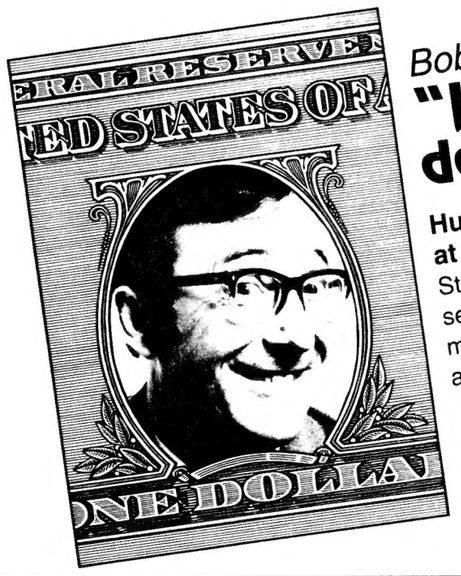
Note: Numbers identify images for Electronic PMS subscribers.



MedCare

Another quality care service from Brotel Hospital



Bob Bartlet says,

"Have I got a deal for you!"

Hundreds of quality used cars at prices you won't believe.
Stop in and see our wide selection of sedans, sports cars, station wagons, mini-vans, and imports. Financing available to qualified buyers.

Come in and see us today!

Bartlet Used Cars
501 Broadway • Open Mon.-Sat. 10 to 7

COME *Live* WITH US!

Make the most of your retirement years– come live in our exciting community.

Private one and two bedroom apartments now available. Furnished with blinds, stove, refrigerator, and microwave. Carports and storage areas available.

- ***Assisted living available***
- ***Maid, linen, and dining services***
- ***Fitness center, tennis courts, and pool***
- ***Shuttle service to major shopping centers***

Call 555-9312 today and make an appointment to visit our facilities.

Willow Wood Estates
2467 N. Alemeda Blvd.

Short On Cash?
You can get money fast when you sell your unwanted items in the classifieds. Run three lines for one week for only $15.

Call 555-7123
The Journal Classifieds

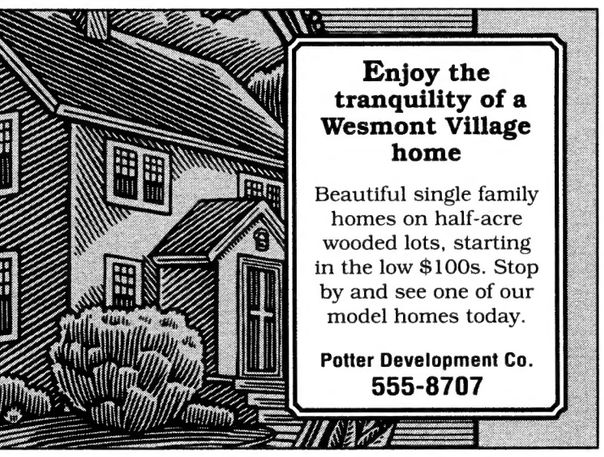
AUTOMOBILES
Newspaper
RECREATIONAL VEHICLES
Classified

REAL ESTATE
Headings

Supplement to the Fairfield Gazette, October 18, 1992

How To Manage Your Money

The current recession has many people shying away from investments and savings plans. Even though times are tough, it's still a good idea to have a solid financial plan in place for your future. Most people (cont. on p. 3)



Enjoy the tranquility of a Wesmont Village home

Beautiful single family homes on half-acre wooded lots, starting in the low $100s. Stop by and see one of our model homes today.

Potter Development Co.
555-8707

Our customers are very demanding...

and we wouldn't want it any other way.

We give our customers what they want – delicious food, good service, a nice atmosphere, and reasonable prices.

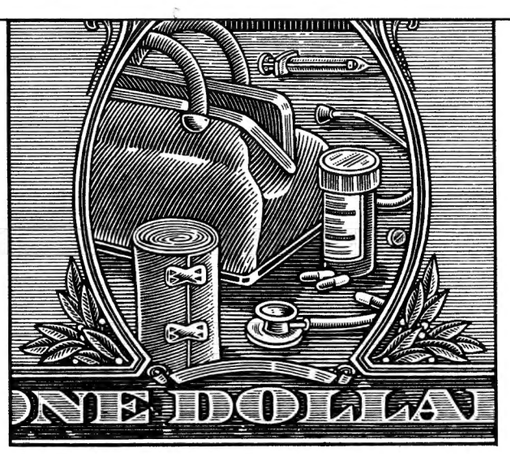
Greenvalley Family Restaurant
3347 N. Prospect Rd. • 555-3003

TAKE A CLOSER LOOK AT US!

Why buy when you can lease?

Leasing can mean lower monthly payments and no big down payment. Stop in and see us today!

MK Leasing
127 Abbey Rd. • 555-7621



"We're working to cut medical costs"

We know that medical costs are going up all over the country. That's why we help our policy holders find low-cost alternatives in health care. Because lower medical costs mean lower premiums for our customers.

Schumacher Insurance Group
Phone (311) 555-5209

"Sale" July 86 PMS

2 FOR $1 Sale

October 9-11

Don't miss out! When you buy one specially marked item, you get the second one free.

Goodman's
Sandburg Mall

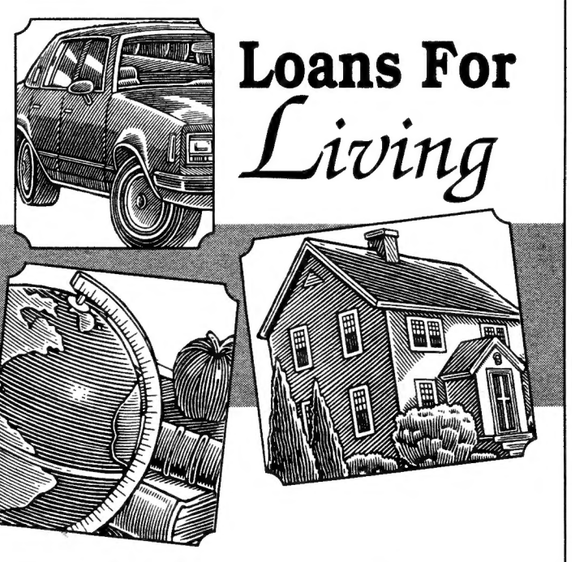
Find the home of your dreams!

You won't have to look far with help from your Country Realty agent.

Whether you're a first time home buyer or looking to accommodate your growing family, we're sure to find you a house to make your home. We can also help you sell your current home. Just call to set up an appointment with one of our agents.

Call **555-4334** today

Country Realty

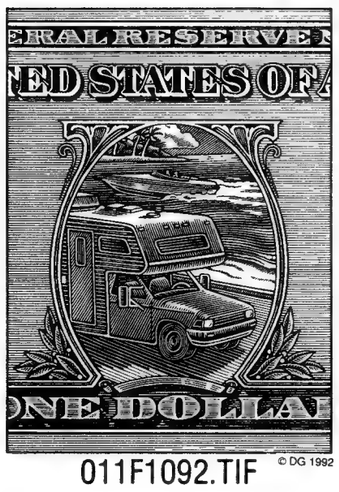


Loans For *Living*

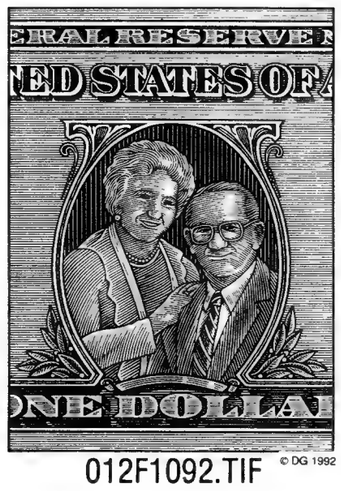
You *can* have the car or home you've always wanted. Anything is possible with our homeowner, auto, college, or personal loans.

South Town Bank & Trust
6745 W. Elmwood St. • 555-9419

Burst Borders & Montices Vol. 1



011F1092.TIF © DG 1992



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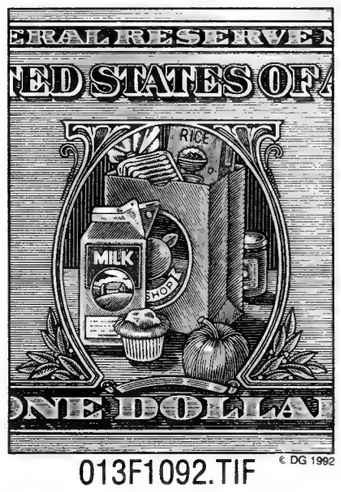

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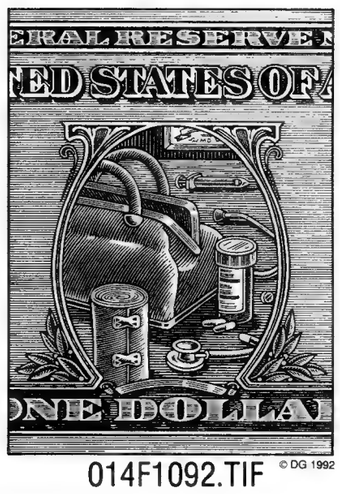

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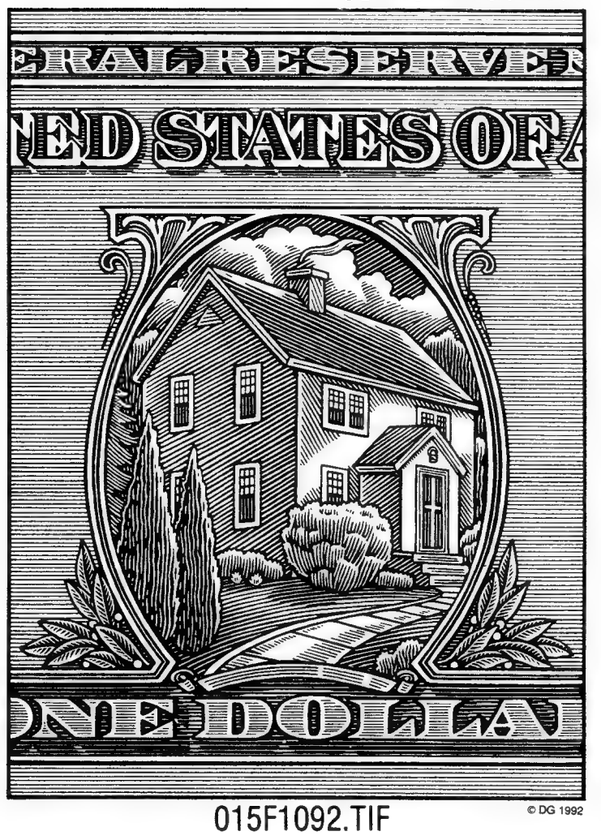

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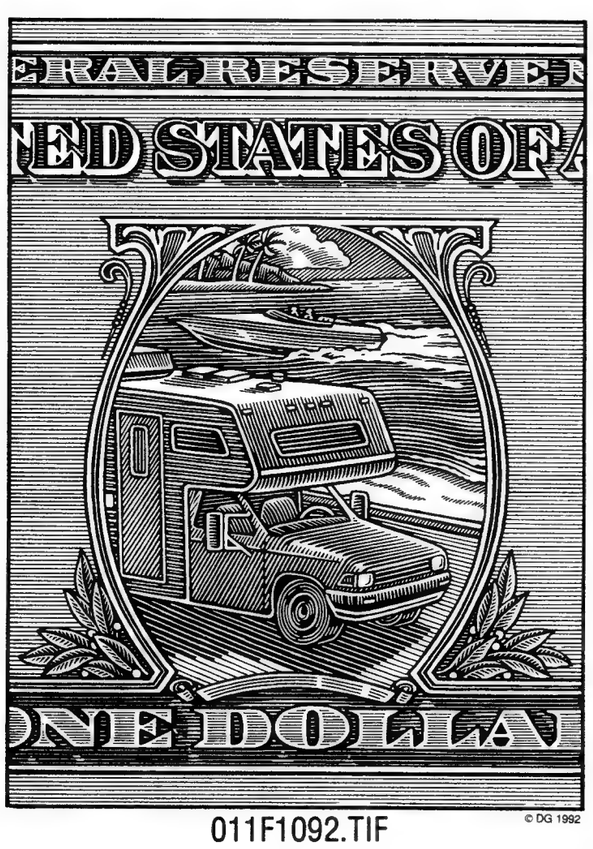

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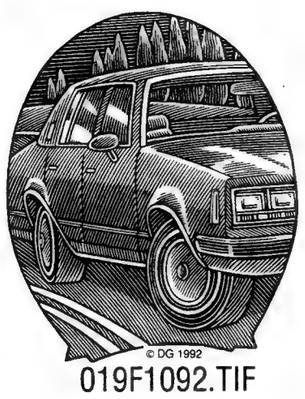
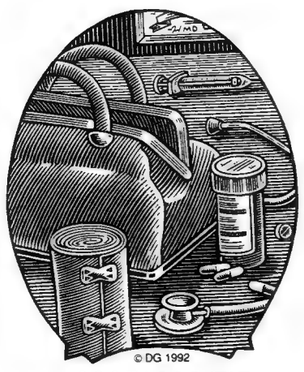

019F1092.TIF © DG 1992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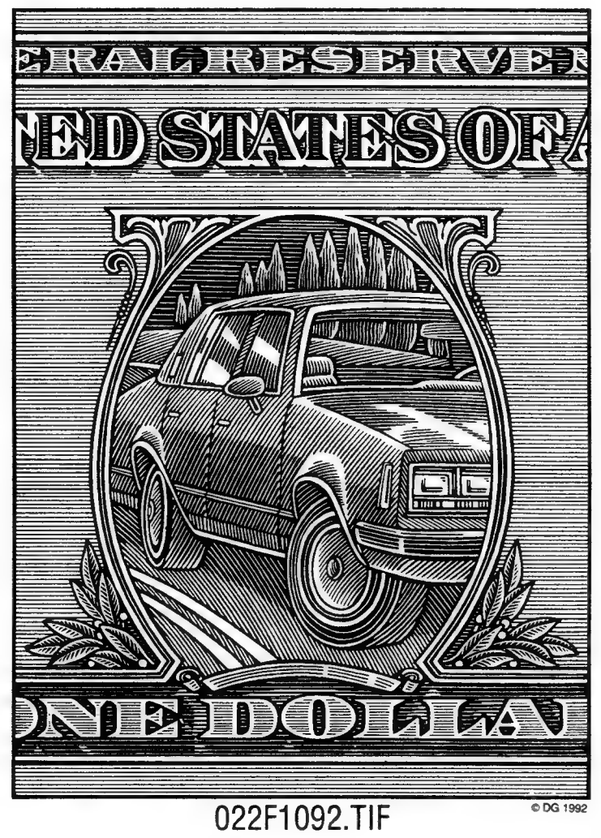

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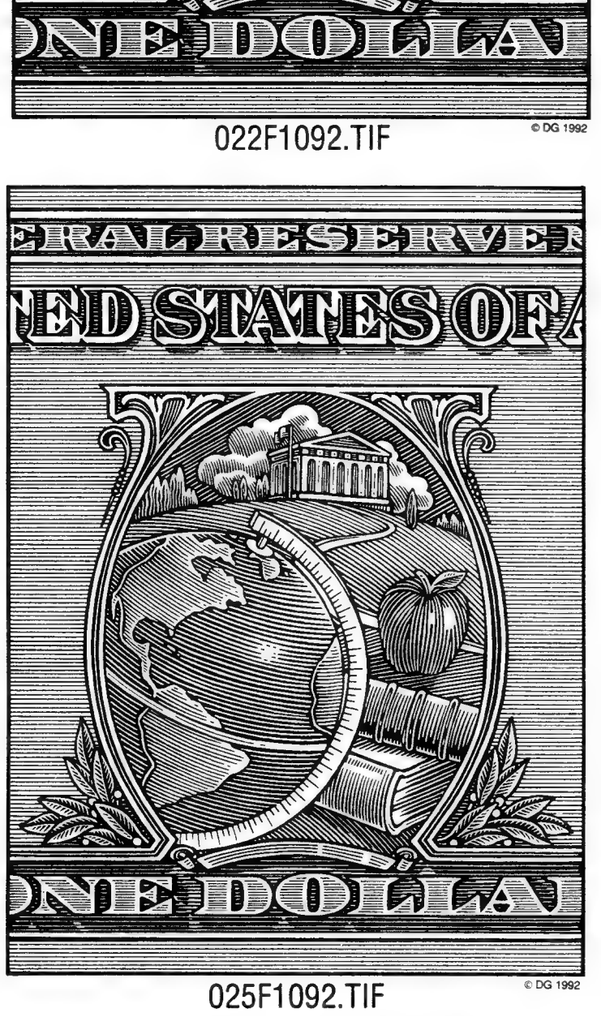

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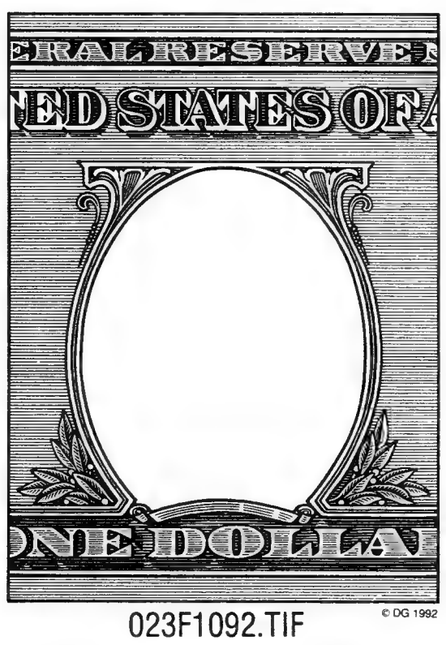
012F1092.TIF © DG 1992



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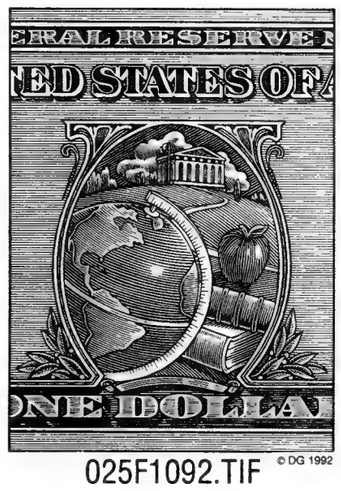

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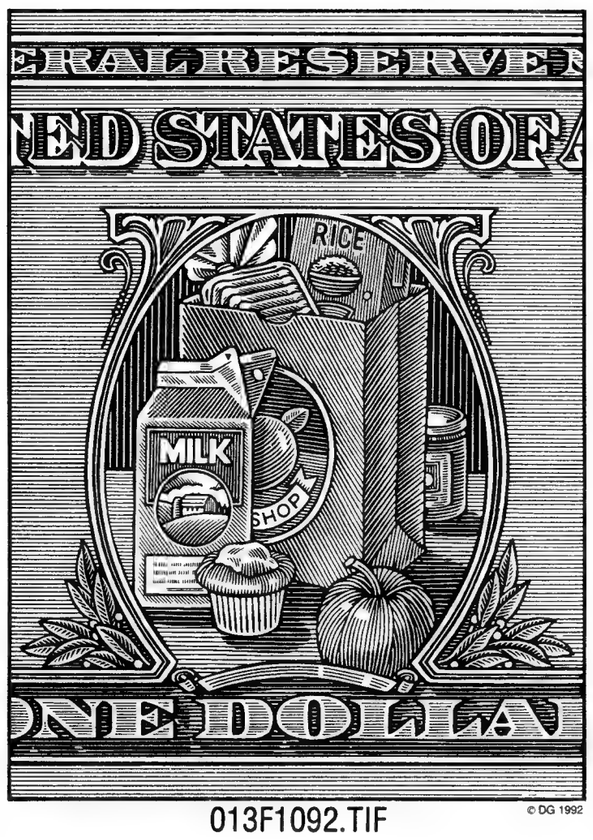

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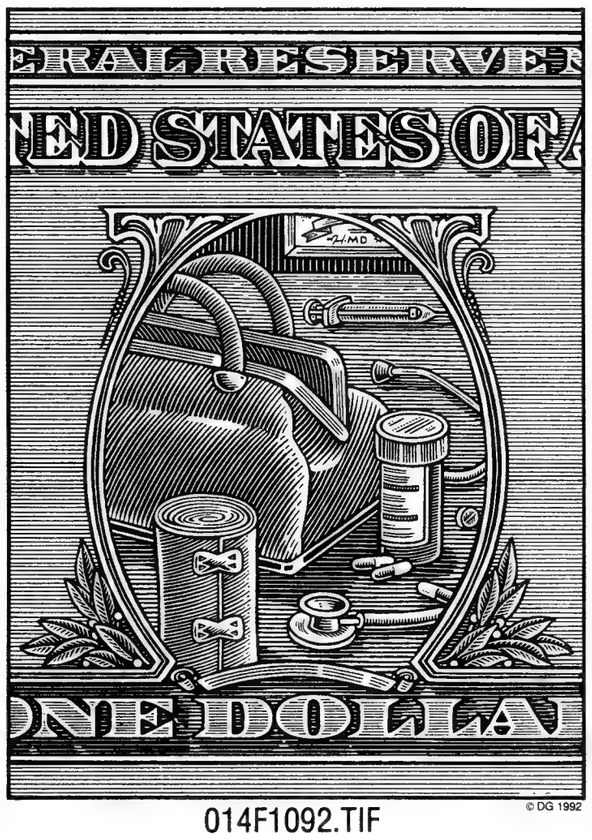

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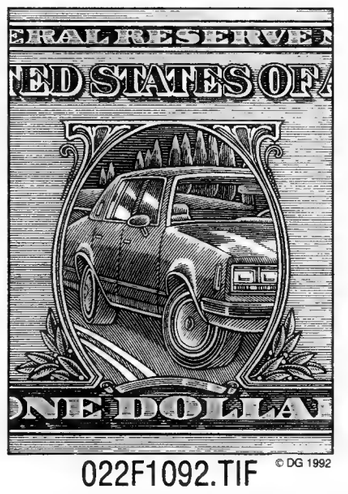

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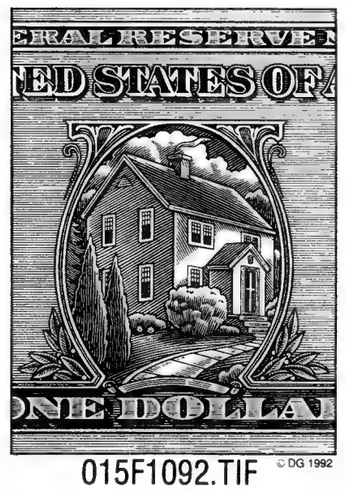

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Create an Ad Campaign with Print Media Service Artwork

The Little Things Make A Big Difference

Free yourself from foods with cholesterol and saturated fats and start eating right. Sign up for our food classes and learn how to lose weight by eating nutritious meals with low calories and no fat.

Northwest Hospital
1367 Gillette Ave. • 555-6785

Your Time Should Be Spent Doing Things You Enjoy

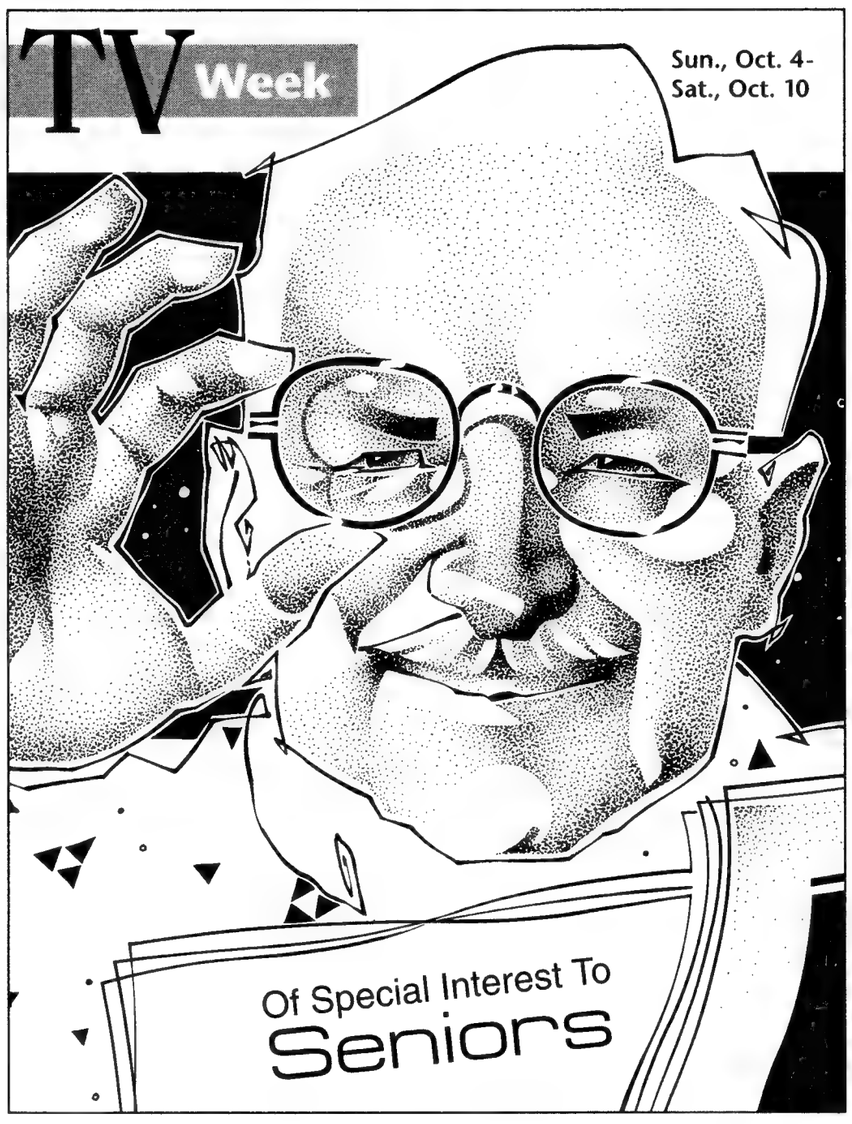
That's why we offer a wide range of out-patient services. With new techniques and equipment, many operations that took days of recovery now take only hours of recovery. Consult your doctor about our out-patient services.

Northwest Hospital
1367 Gillette Ave. • 555-6785

Retirement Means Keeping Your Most Prized Possession... Your Health

Stay in shape! Enroll in our low-impact workout program and walk, swim, and jog to a healthier you. Exercise controls your weight, strengthens bones, and improves cardio-vascular stamina. Why not start today?

Northwest Hospital
1367 Gillette Ave. • 555-6785



Get up and go... or sit and relax

Enjoy golfing, swimming, dining, and dancing or relax in your personal hot tub, on your cabin deck overlooking the lake, or wherever you choose. Call for reservations.

Coppersmith Resort & Lodge
White Lake, Michigan
(311) 555-4563

You're going to get what's coming to you

Like our special rates for guests 55 and over. Save 10% on all lodging, dining, and activities with our senior discount program. Call for reservations.

Coppersmith Resort & Lodge
White Lake, Michigan
(311) 555-4563

Your only responsibility is to have a good time

The only decision you'll have to make is what to order from our four-star menu. Call for reservations.

Coppersmith Resort & Lodge
White Lake, Michigan
(311) 555-4563

Financial Worries? *Let's Talk.*

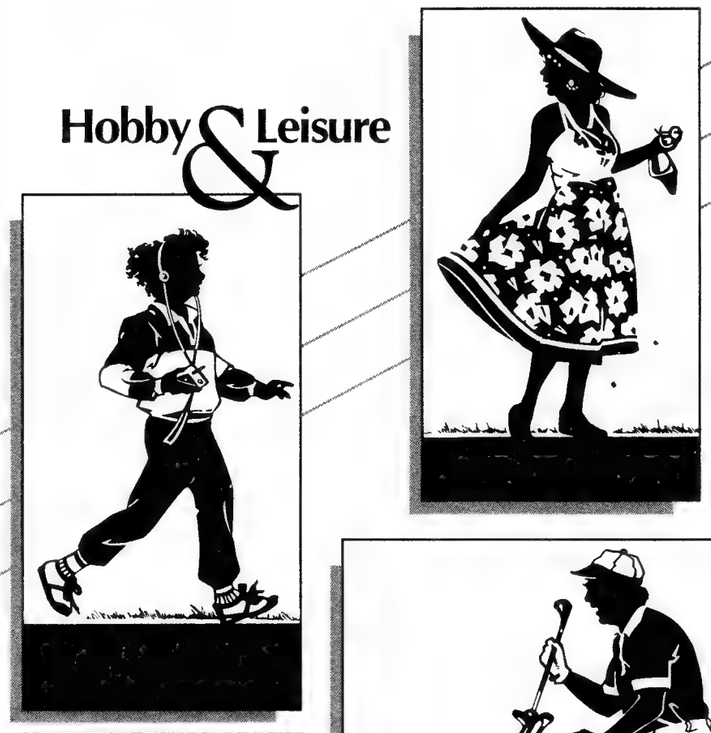
Get help with your banking and insurance needs

Ames Financial Group
555-7777

Same art on magazine cover, right, tightly cropped and reduced for editorial, below. Silhouette style art reduces well because it remains clean and sharp at small sizes.

SENIOR STYLE
MAGAZINE

Hobby & Leisure



Getting more out of life . . .see pg. 3
Protecting your finances . . .see pg. 8
Helping out your heart . . .see pg. 14

Published by The Daily Herald • October 4, 1992

Hobby & Leisure

10 ways to get more out of life

Now that you've reached retirement it doesn't mean you have to slow down. On the contrary, with the extra time you have, you can do all those exciting things you've only dreamed of doing. Don't let each day just pass you by. Here are some of the many things you can do to add more life to your life.

Join the club. Join one or more social clubs for

golf, biking, bowling, swimming, and jogging are some of the more popular sports among seniors. Check with your park district for information on senior league play and tournaments.

Get outta town. Here's your chance to get out and see the world. Visit loved ones overseas, travel across the U.S., or enjoy different countries and different cultures of the world.

Do it yourself. Learn how to make pottery, quilts, or wood

planting your own vegetable or flower garden is also rewarding.

Cut a rug. Enroll in a dance class for an exciting hobby. Ballroom dance, for example, is making its biggest comeback since rock and roll hit. Dance is not only romantic and fun, it's also a form of exercise.

Extend a hand. Many programs and organizations are in desperate need of personnel. Spend your time helping those in need of the care and love you can

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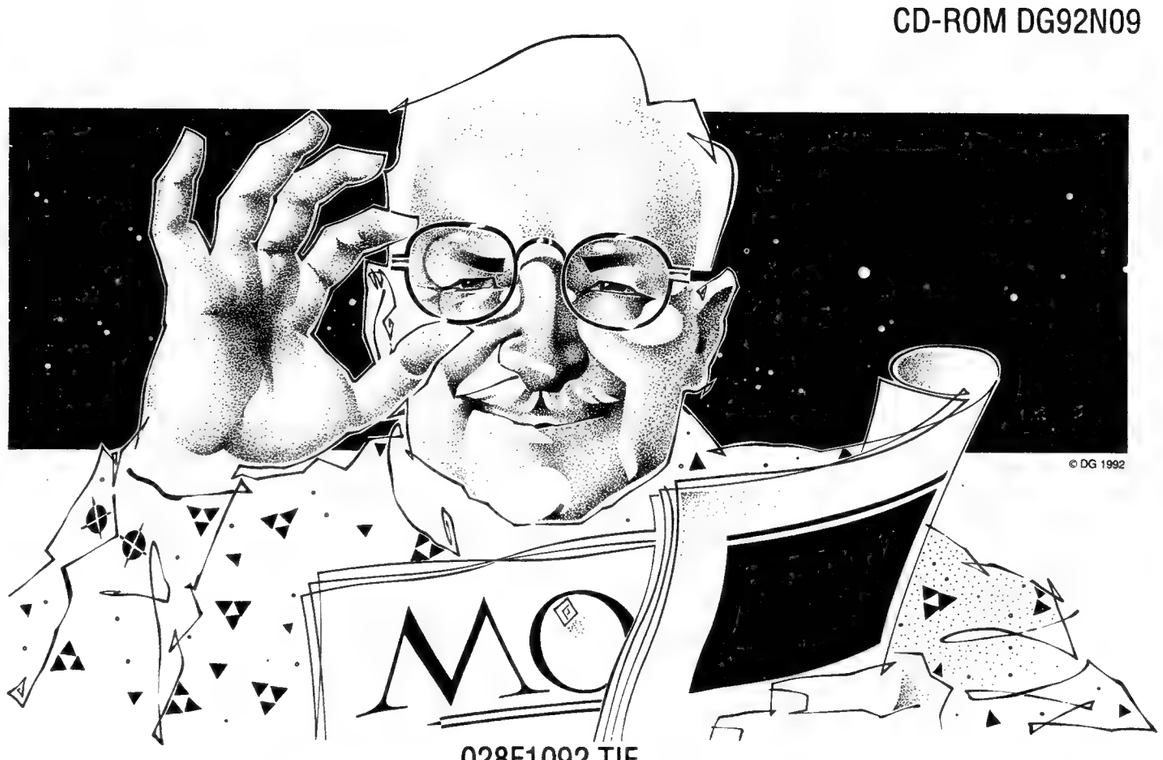

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"Halloween Sale" Oct 88 PMS

Corsell's

Stock up and save on all sorts of spooky stuff at our annual

HALLOWEEN Sale!

Prices good through Saturday, October 24

Old World Elegance

Von Behren's Restaurant

Enjoy our dinner buffets every Friday & Saturday from 4 to 9 p.m.

101 Elm St. • 555-8391

Columbus Day Sale

Save 10-25% on every item in stock

jay's electronics
In the Metro Center

"Oktoberfest" Oct. 88 PMS

Oktoberfest of Values

20% off all bird feeders

40% off all yard tools

50% off all evergreens, trees & flowering shrubs

Tulip bulbs $2.99 for 10 bulbs
$25.00 for 100 bulbs

Westside Nursery
1313 Allen Rd.

PIZA

NothingCard

Leaves Sept. 91 PMS

FALL

Clearance Sale

30% Off • Fall Career Dresses
Save on selected Jamison, P. Elliston, Savee, and more

25% Off • Sportswear
All Wally Wear, Jensen, and PJ Smith knits

15% Off • All Coats
Men's, ladies', juniors', and children's styles

25% Off • Children's Shoes
All leather styles for boys and girls from Little Dutch Boy

J.B. Koch's
Northpoint Mall - upper level

Here's something to cheer about!

No money down & 0% interest

Buy anything in the store now through Oct. 31st, and pay no interest for six months! Free delivery to limited area.

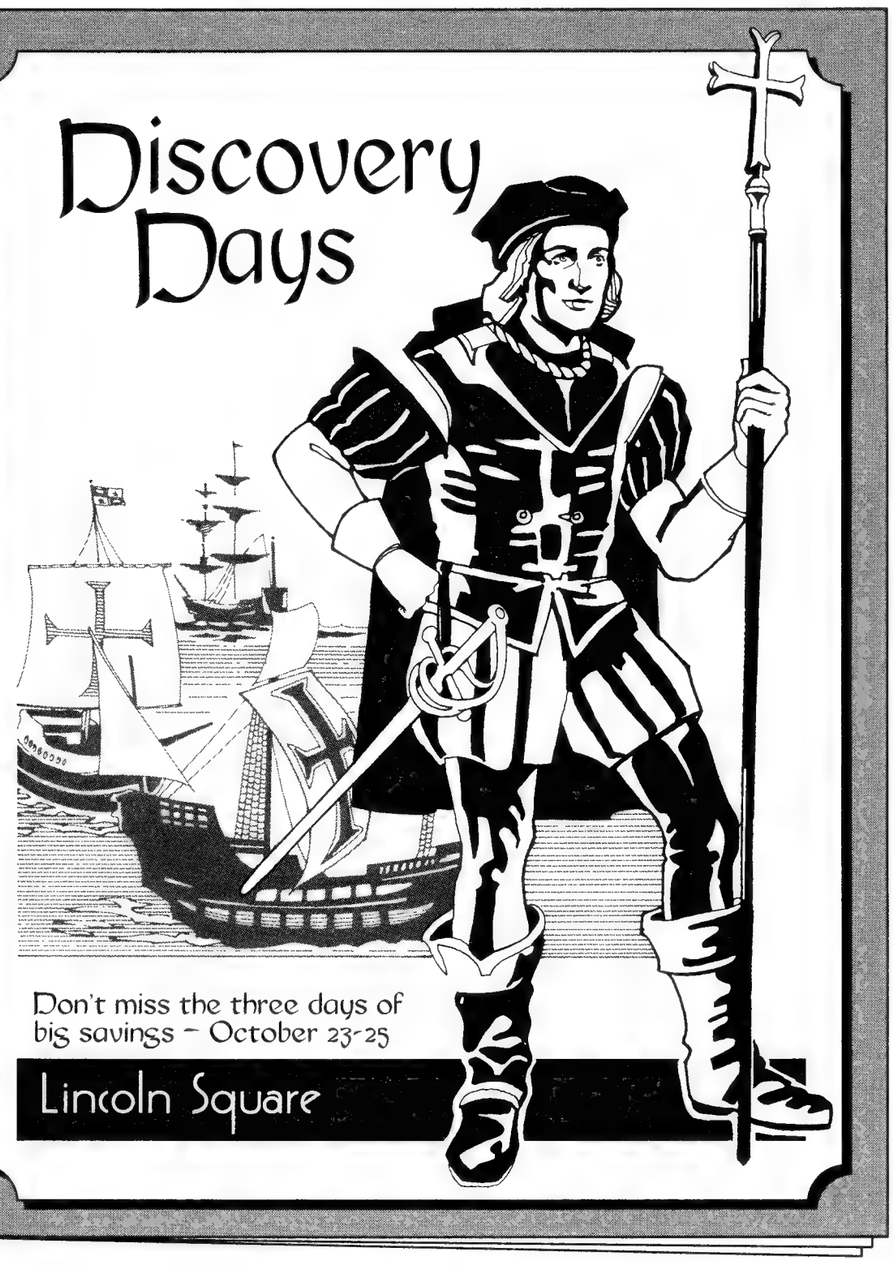
MARTIN FURNITURE Sherman Village

No Tricks... Just Treats!

Come out for our giant Halloween party, Oct. 31, from 6-9 p.m. Free treats for all, plus a costume contest.

Willow Mall

Discovery Days



Don't miss the three days of big savings – October 23-25

Lincoln Square

Autumn Sweater Sale
$14.99-$24.99

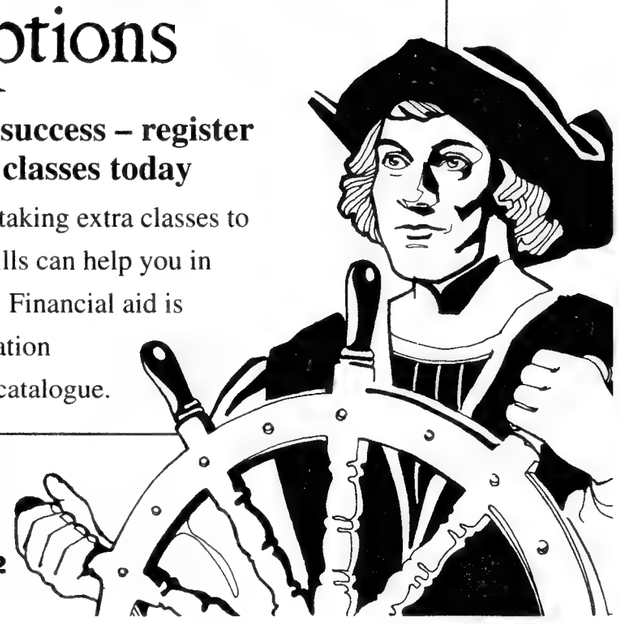
Rake in the savings

bonwitt's
Evergreen Square
Open 10 to 7
Sale ends Saturday October 17

EXPLORE your options

Chart a course for success – register for spring semester classes today

Finishing your degree or taking extra classes to sharpen your business skills can help you in today's tough job market. Financial aid is available. Call for registration information or for a free catalogue.



Central State College
East Bluff, Illinois 61332
(311) 555-8221

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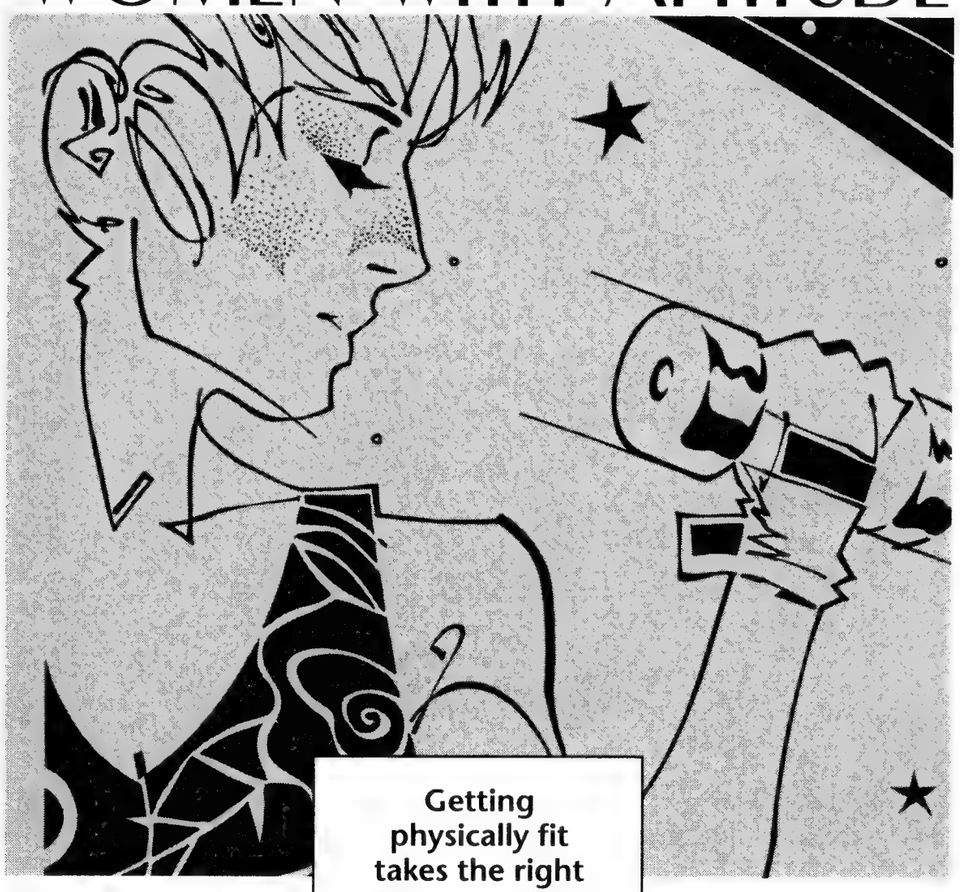
WOMEN WITH ATTITUDE



- Swimming Pools
- Indoor Track
- Aerobics Studio
- Racquetball and Tennis Courts
- Steam Rooms
- Free Weights and Uniflex Machines

Getting physically fit takes the right frame of mind!

Excuses won't get you in shape. Working out will. Swim, jog, aerobicize, bike, or lift weights in our new health club. Personal trainers and specialized classes are available year round. Come in for your free tour of the facility and join the club.

LAKESHORE HEALTH CLUB

2280 W. Lakeshore Dr.
PHONE 555-5909

You can do it all and for the low membership fee of

$208

Price based on a one year membership fee

Enjoy your success.

You've earned it.

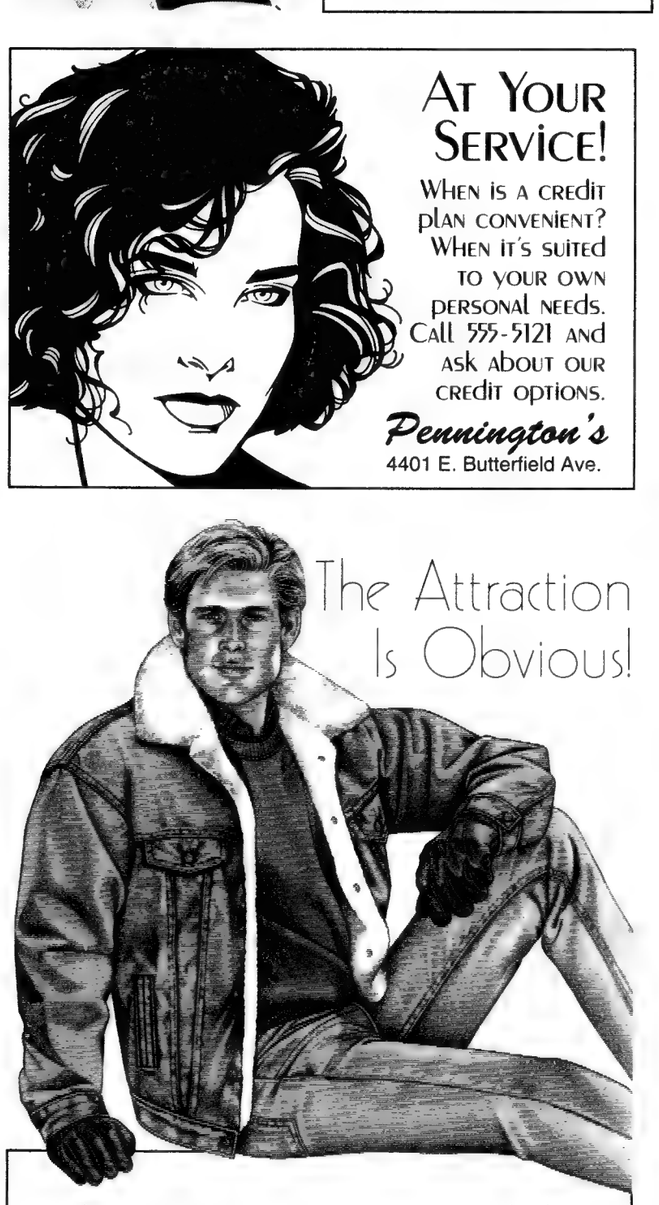
Walk-in closets, solid oak cabinetry, eat-in kitchen, and deluxe NE appliances are some of the reasons to look at...

WHITE OAKS CONDOMINIUMS
Main Office - 200 Nells St.
Walk-thrus call 555-5155

AUTUMN

Look in this week's Sunday paper for a special "Shape Up For Fall" supplement. Discover new indoor workouts, learn more about area health clubs, get the latest on home gyms, and more. Pick up the paper and read what you're missing.

THE BAY CITY DAILY HERALD



At Your Service!

When is a credit plan convenient? When it's suited to your own personal needs. Call 555-5121 and ask about our credit options.

Pennington's
4401 E. Butterfield Ave.

WE SET OUR STANDARDS

AS HIGH AS YOURS

ROBERT'S HAIR STUDIO
3024 E. Lake St. • 555-4375

"Our new home is so beautiful and it's only minutes from downtown."

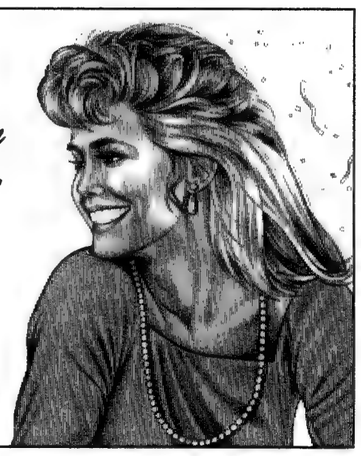
"Buying a Willow Knolls townhome was the best move we ever made."

Innovation. It's what sets a Ron Phillips townhome apart from other builders. Vaulted ceilings, sunken living room, sunny breakfast alcove, and more. Walk thru our model units.

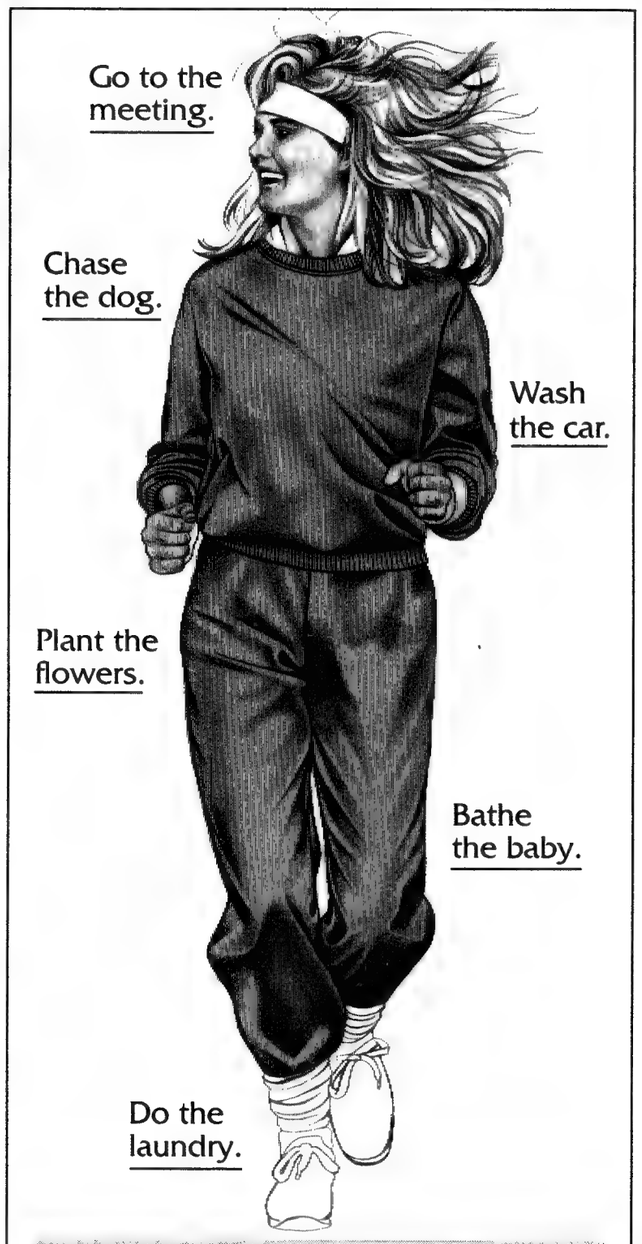
Willow Knolls Estates
Just two miles east of I-8 on Pekin Rd. • Listing info 555-9787

The only place where the extras play a leading role.

Spice up your wardrobe with a colorful scarf, fine jewelry, a straw hat, or any other accessory from our collection. Hope to see you soon.



BRENDA'S BOUTIQUE
2441 S. Morton Grove Rd.



Take care of yourself!

And take care of all your shopping needs at one store. Get everything from prescription medication to car polish to designer watches at our everyday low prices. All major credit cards are accepted.

THE PARKWAY DRUG STORE
803 Walnut Rd. • Mon.-Sat. 9-9 • Sun. 11-5

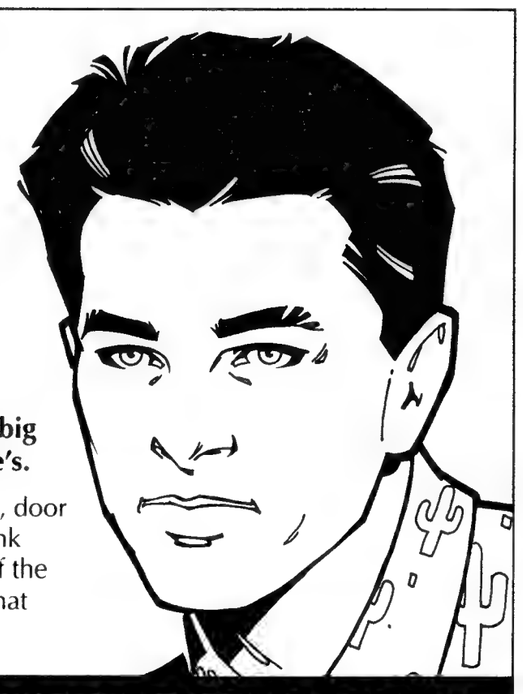
The Attraction Is Obvious!

The Price Is Reasonable.

The leaves are falling and so are our prices. For just $75 a night, you and a guest stay in a log cabin overlooking beautiful Lake Wilwood. Spend your time relaxing on the cabin deck or enjoy a day of fishing, boating, and horseback riding. Call today to reserve a cabin and spend some time in the great outdoors.

LAKE WILWOOD RESORT
3570 South Lindberg Ave. • Reservations 555-4660

WHAT'S "IN" IN TOWN



For big burgers, big games, and big fun head to big "O's!" O'Rourke's.

Looking for a place with great food, door prizes, an exciting atmosphere, drink specials, and located in the heart of the city? Well look no further. Get all that and a whole lot more at...

O'ROURKE'S SPORTS BAR & GRILL
LIVE ENTERTAINMENT EVERY FRIDAY & SATURDAY - LUNCH & DINNER SERVED - 1209 N. MAIN

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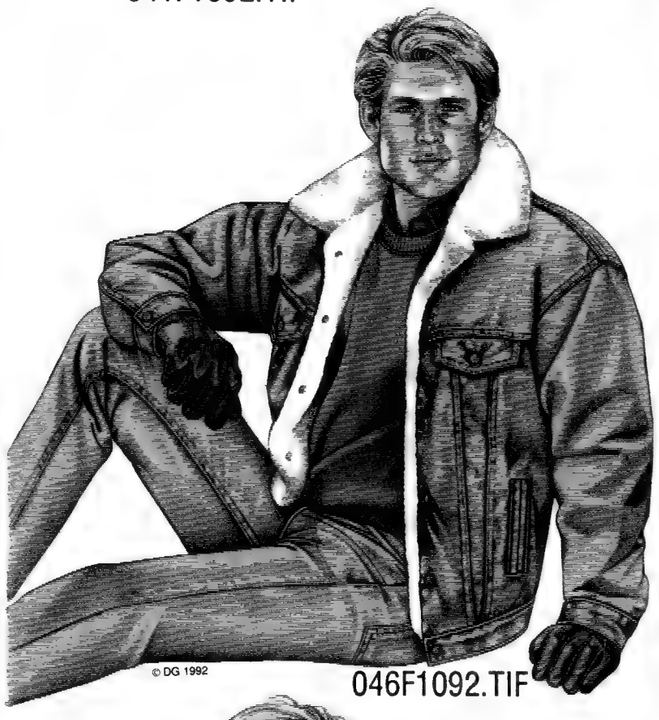
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Sign up for fall

BOWLING LEAGUES

October 1st through October 15th

Call

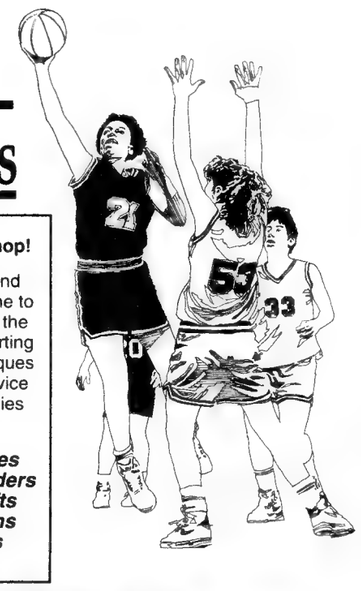
555-7300

for league information

If you have the time to spare, we've got the league for you!
Join the fun when you join the Blue Island men's, women's, teens', or team bowling league. Openings for A, B, and C class bowlers in every league. League matches take place once a week at Blue Island Lanes. Register today for park district bowling–it's a ball!

Blue Island Park District

Team Trophies

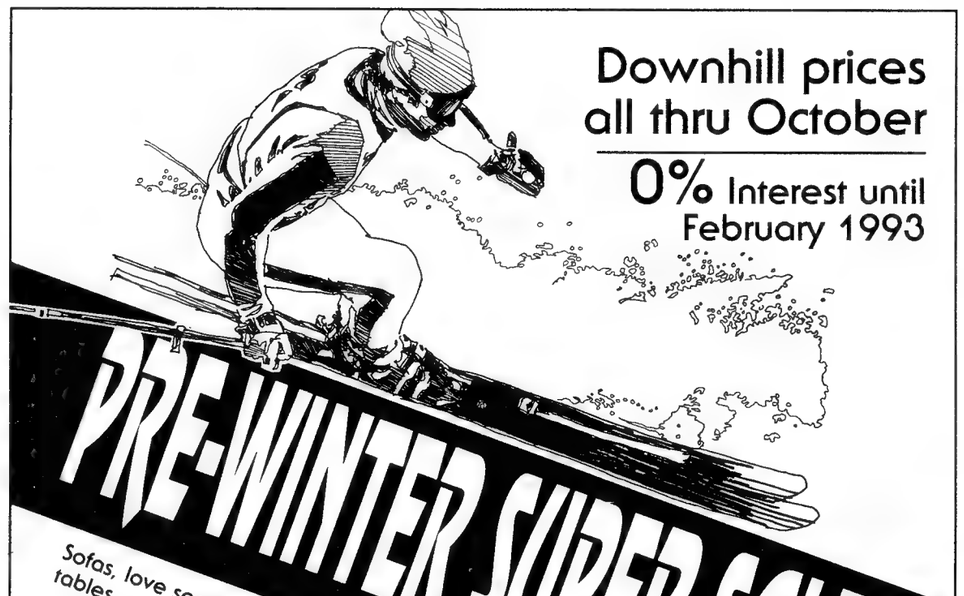


Where the winners shop!

For the best service and first-class trophies, come to the pros. Choose from the largest selection of sporting trophies and tribute plaques around. Same day service on most orders. Trophies engraved free.

- ***Trophies • Plaques***
- ***Nameplates & Holders***
- ***Personalized Gifts***
- ***Medals & Ribbons***
- ***T-shirts & Caps***
- ***Much More***

Tony's Trophy Shop
5718 N. Virginia • 555-6367



Downhill prices all thru October

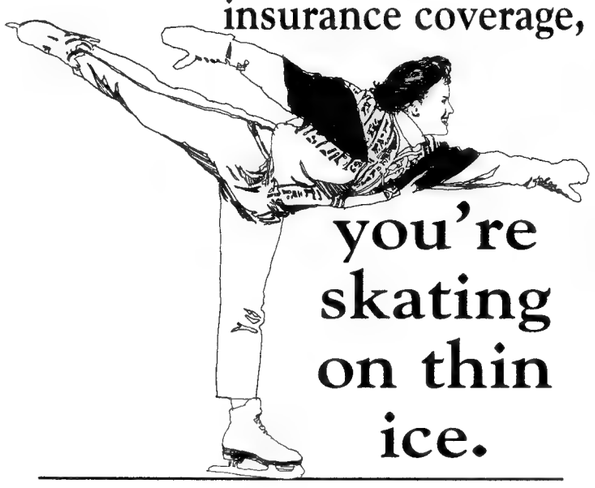
0% Interest until February 1993

PRE-WINTER SUPER SALE

Sofas, love seats, recliners, bedroom furniture, wall units, tables, and dinette sets are all reduced 10-50%.

Reynold's Furniture
817 E. Harrison • M-S 9-9

If you don't have the right insurance coverage,



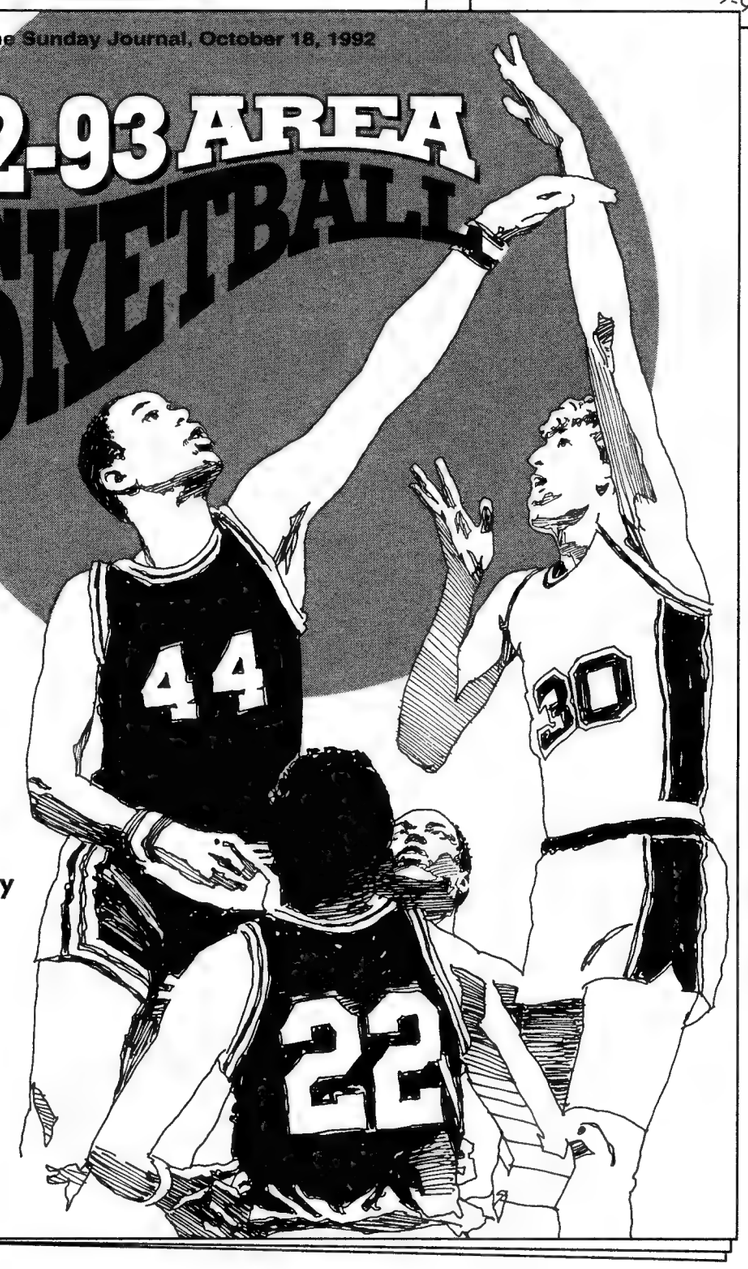
you're skating on thin ice.

Call the insurance professionals at 555-7226

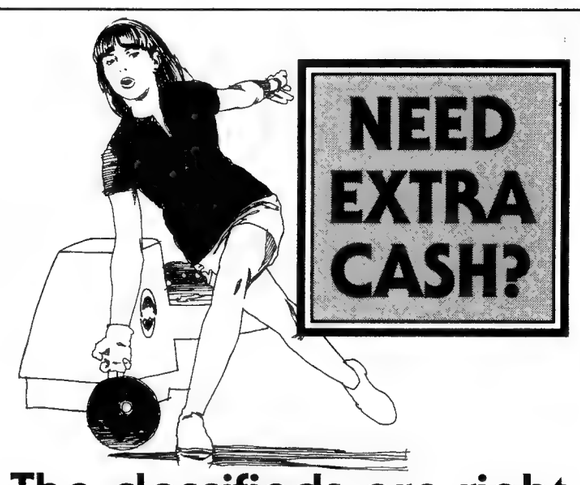
Forrester Insurance Associates
2357 N. Manchester Ave. • Mon.-Fri. 9-6

Supplement to the Sunday Journal, October 18, 1992

1992-93 AREA BASKETBALL



- Bradley Lions
- Ventura Cougars
- Minonk Cavaliers
- Morris Raiders
- Greenvalley Falcons
- Dennison Rams
- Dixon Blue Devils
- Woodside Tigers



NEED EXTRA CASH?

The classifieds are right up your alley.

Strike it rich! Sell those things you don't want to someone who does. Just $10 gets you two lines for one week.

To place your ad, call Betty at 555-7770

The Gazette Classifieds

Reach for it!

Join the team that's a leader in the medical information systems industry. You may be the individual we're seeking for the position of sales rep.

Candidates should be motivated, goal-oriented, and disciplined. Responsibilities include telephone prospecting, following leads, closing sales, and developing new accounts. Interested individuals...

Write to: Human Resources
Brisban Medical Company
1600 West Harrison Lane
Terrel Ridge, TN 38554

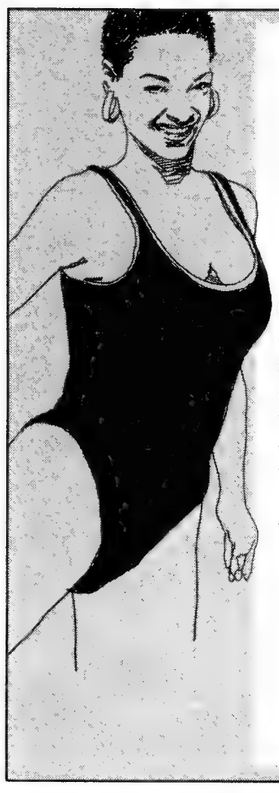
OUTERWEAR Sale

Get the hottest looks at the coolest prices

Winter's just around the corner and now's the time to save on name-brand jackets, snow suits, sweaters, and more. Prices have been reduced up to 40% on selected men's, women's, and children's items. Choose from the latest styles and colors in wonderfully warm winter wear.

Sale prices good from October 19th to November 1st.

COATS UNLIMITED
Lincoln Mall • Mon.-Sat. 9-9 • Sun. 11-5



Exercise your right ★★★★★★★★ VOTE!

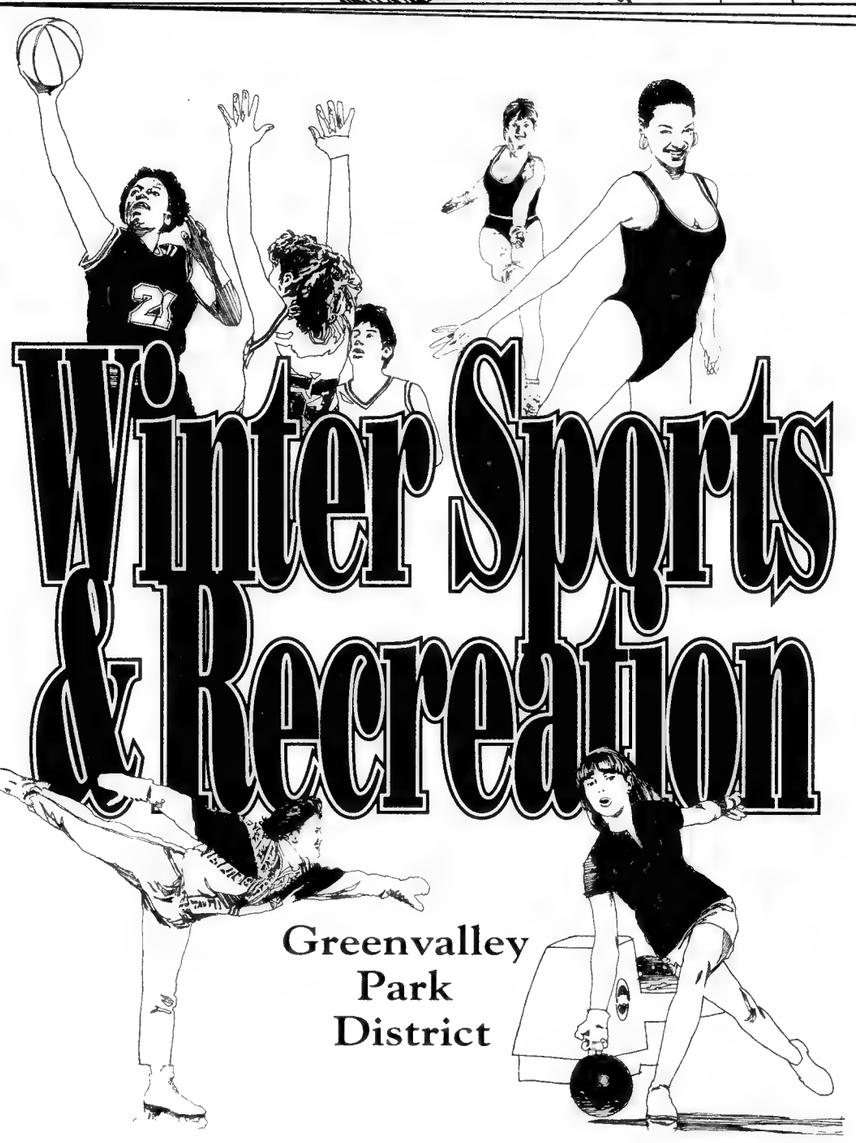
Here's your chance to make a difference. Help elect your state senators, city officials, and the next leader of our country by voting. Take advantage of your constitutional right. Get out there and vote!

Area polls are open from 9 a.m. to 9 p.m.

To find the nearest polling location call

555-VOTE

Morris Citizen's Committee



Winter Sports & Recreation

Greenvalley Park District

Call now for your free pre-season furnace inspection and...

Get the jump on winter!

Stay warm and save energy
Your furnace will run more efficiently and effectively after our pros make a complete 12-point inspection. All our work is guaranteed.

Call today!

555-8206

Potter & Sons
Heating & Cooling
137 S. Brookdale Dr.

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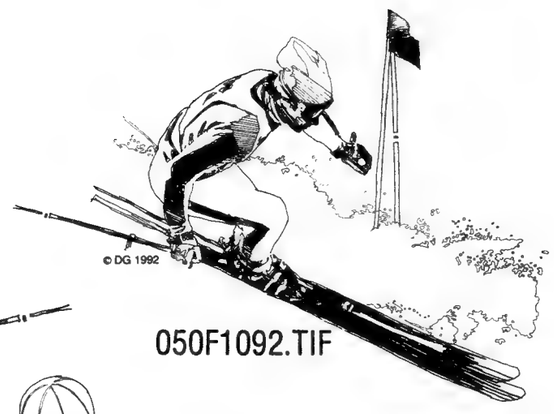

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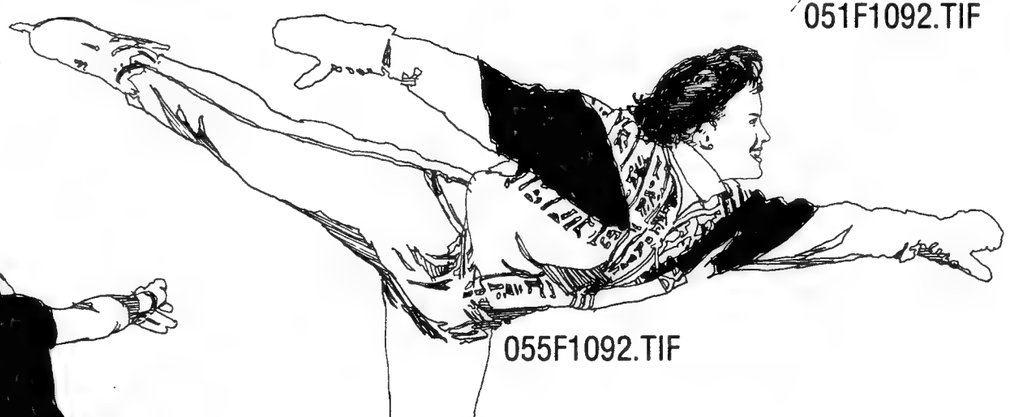

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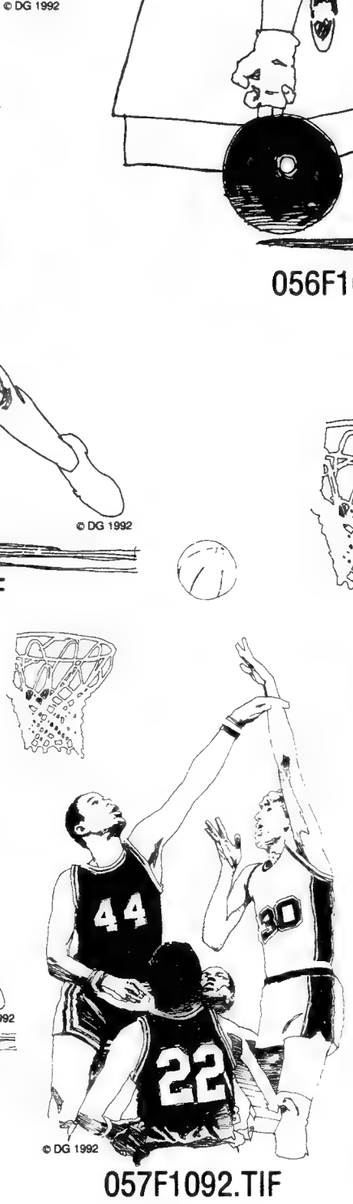

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TAKE A PEEK

at all the wonderful things in store for you at Crawford's.

Ridley's Miniatures
14 oz. Choice of varieties..... $2.37

Neo-Light Flashlight
Focused beam. In colors..... $4.97

Ultracell Batteries
4-pack AA, C, or D cell..... $2.87

Costume Colors
2 oz. Non-toxic face makeup..... $3.57

Your one stop shop for Halloween bargains.

CRAWFORD'S
1501 E. Oak St.

Parrot May 86 PMS

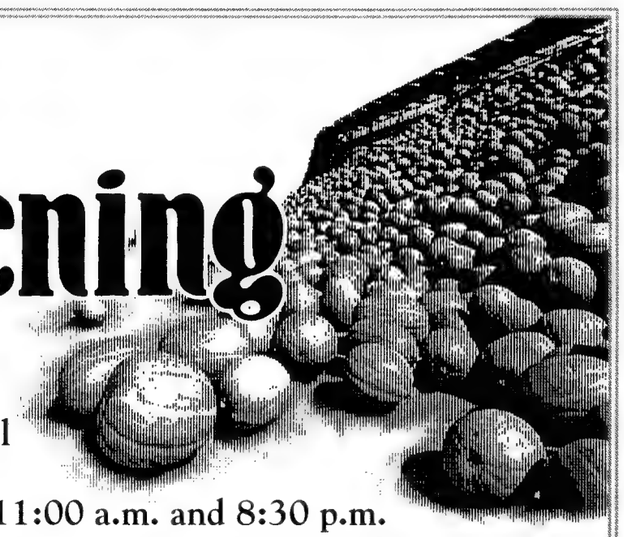
Hey, Boys and Girls

Follow these little tricks for a safe and happy Halloween!

1. Wear bright or reflective clothing to make yourself visible at night.
2. Make sure masks or headpieces don't interfere with your vision or breathing. Use make-up if possible.
3. Let mom or dad check all your treats before your eat them.

The Edenburough Gazette

Harvest Happening



Join the Mason County Merchants on Sat., October 10, for the 5th annual fall savings event. Find great bargains in every store on Mason Square between 11:00 a.m. and 8:30 p.m.

• 10-60% off regular prices • Free popcorn for the kids • Shop your hometown first!

"A Harvest Happening" June 92 Clipper

COUPON MADNESS

"We're a pharmacy and a whole lot more."

MEDICINES
SCHOOL SUPPLIES
GREETING CARDS
COSMETICS

DON'T BE LEFT HOLDING THE BAG

Come to the biggest name-brand carpet clearance in our history

20-50% off prints, plushes & shags

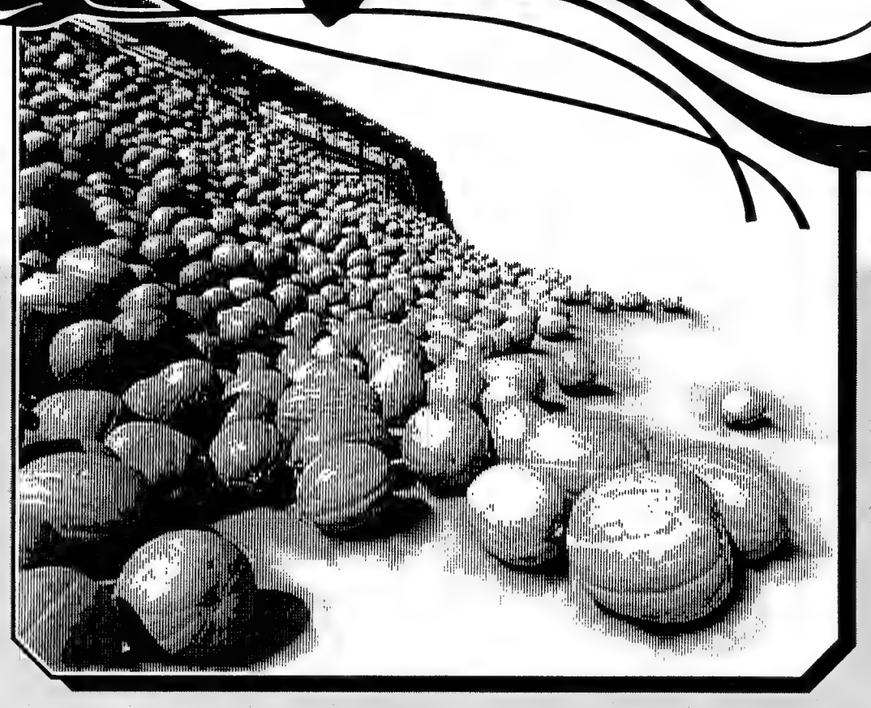
Thousands of yards of quality carpet in stock for immediate delivery or professional installation.

Lambert Carpets
703 N. Gratton Dr. • 555-4114

HALLOWEEN SPECIAL

"Fall" Decorative Headings & Alphabets Vol 4

FALL



SALE DAYS

BERGEN SAX

Ahoy, Mates!

Pancakes & sausage or a hot dog & fries or spaghetti & meatballs or a cheeseburger & fries. You'll love the food and mom will love the price. $3.99

COUNTRY KITCHEN RESTAURANT
444 E. Jackson Blvd. • Mon.-Sun. 6 AM-9 PM

FULL MOON

Prices are so low it's almost scary!

- Sofas & Love Seats
- Dining Room Sets
- Bookcases & Desks
- Bedroom Furniture
- And More

Save on selected furniture now thru Saturday, October 31st.

BEGLEY'S
1633 W. Northmoor Dr.

"Tricks and Treats" Decorative Headings & Alphabets Vol 1

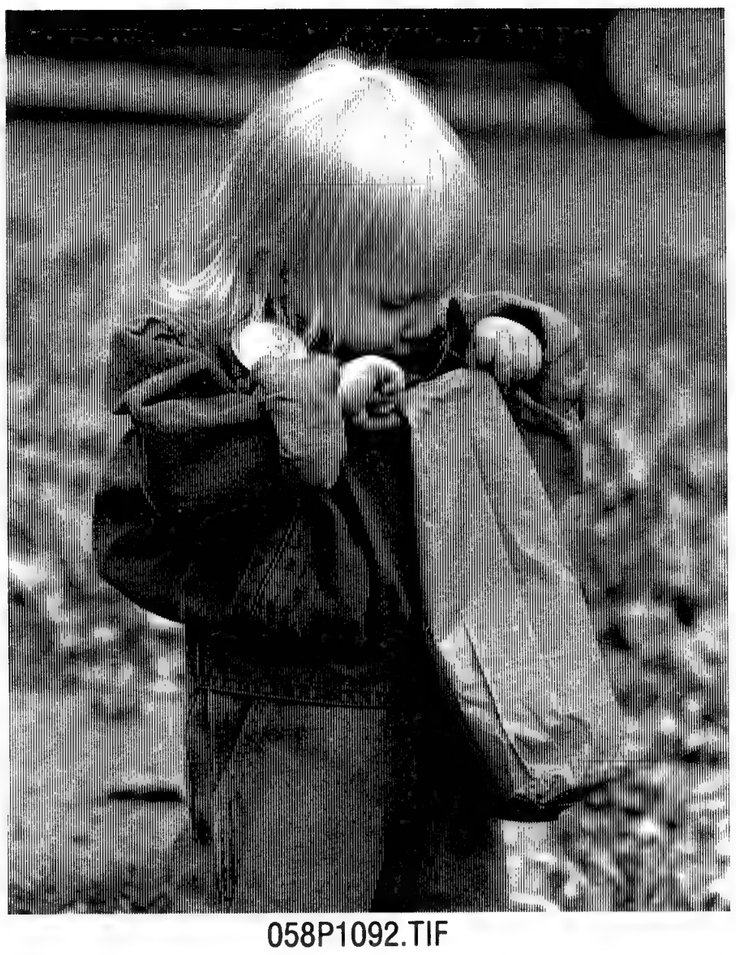
Tricks and Treats

Hey, kids! Come out and play!

Use this coupon for **10 FREE TOKENS**

Tokens good for every video game. Expires Oct. 31, 1992.

MAGIC PIZZA 903 Front St.



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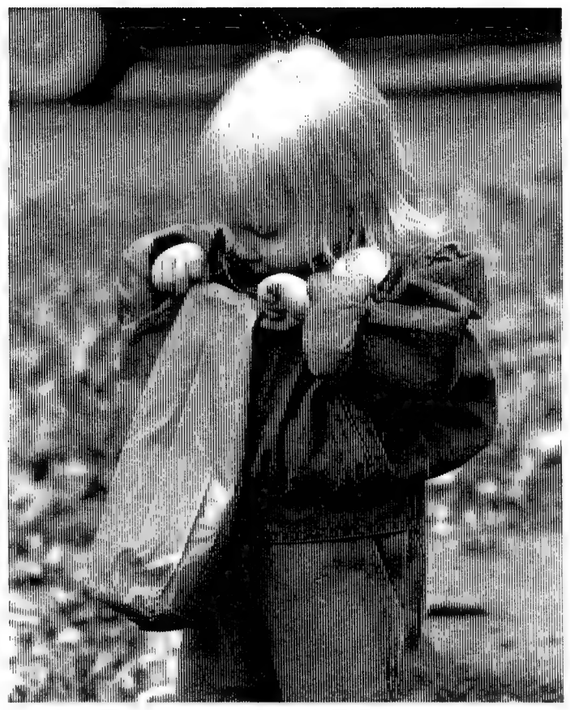

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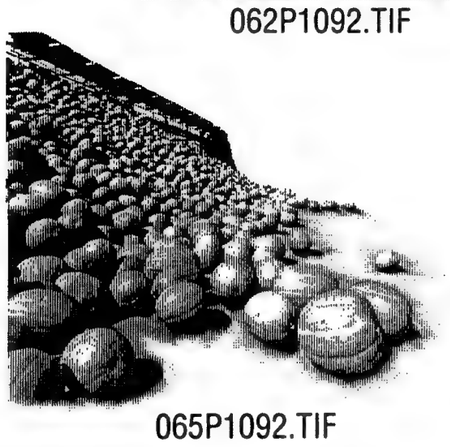
THIS ART IS
PRE-SCREENED. SIMPLY
SHOOT AS LINE ART.



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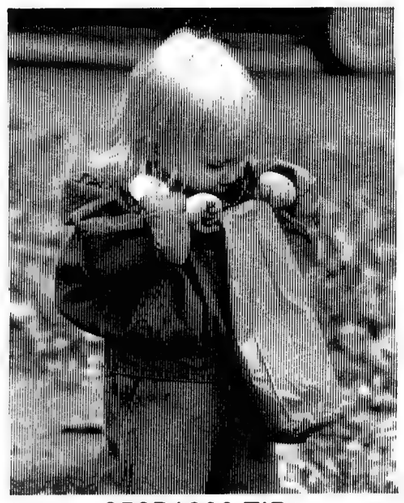

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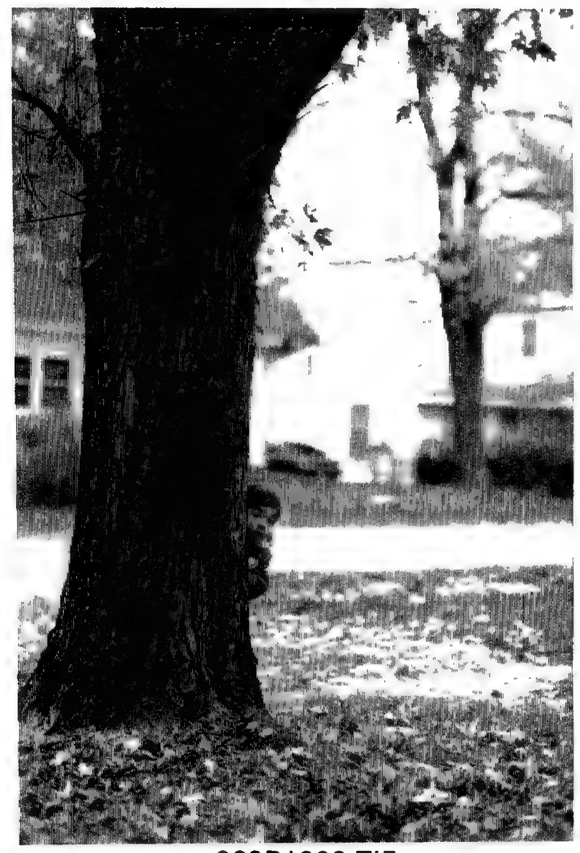

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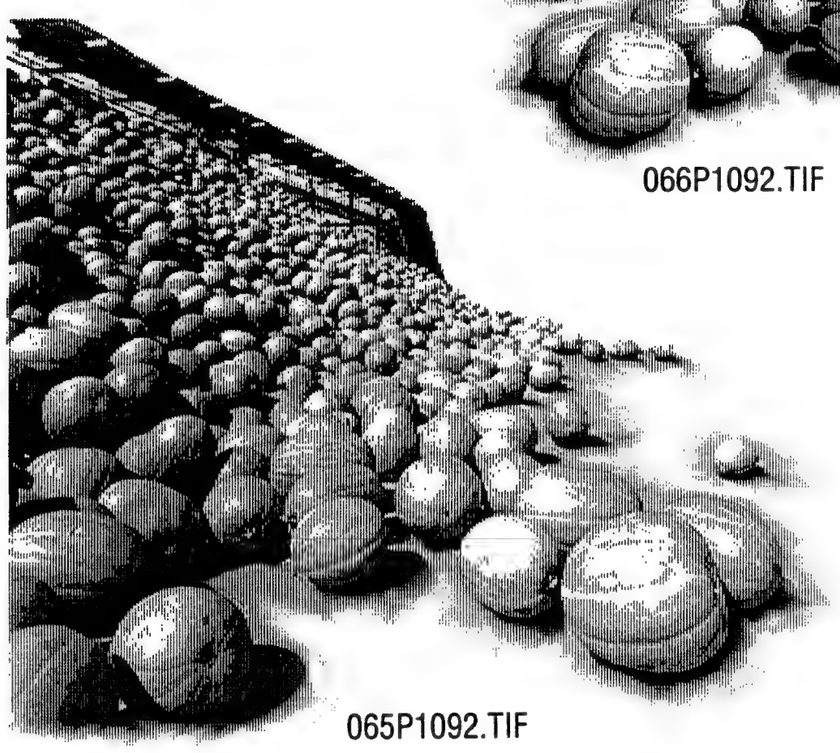

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10% OFF **Halloween Candy**
B&B's, Ultra-K's, Chocos.
corsell's

20% OFF **Halloween Masks**
Plastic, rubber, makeup.
corsell's

15% OFF **Spooky Costumes**
Variety of characters.
corsell's

corsell's 513 W. Heading Dr.
Mon-Sat 9-9 • Sun 11-7

Fall...
time for a change

Whirl it. Twirl it. Ultra-Curl it. Get free-flowing, natural looking curls with a perm by the pros. Set up an appointment by calling 555-4545.

The Hair Shoppe

Wizard Video
900 Main St.
555-5190

LET US ENTERTAIN YOU!
We have over 3000 videos in stock.

A Spellbinding Bargain

Just like magic, you'll find quality merchandise at big savings when you look to the classifieds.

Buying, selling, or trading?
For fast results call 555-6100.

Journal Classifieds
Get your copy and start saving

Join us for Sunday brunch from 11 AM to 2 PM. Enjoy our vast selection of traditional French breakfast and lunch dishes. Only $9.95 per person.

THE CHALET
1310 University

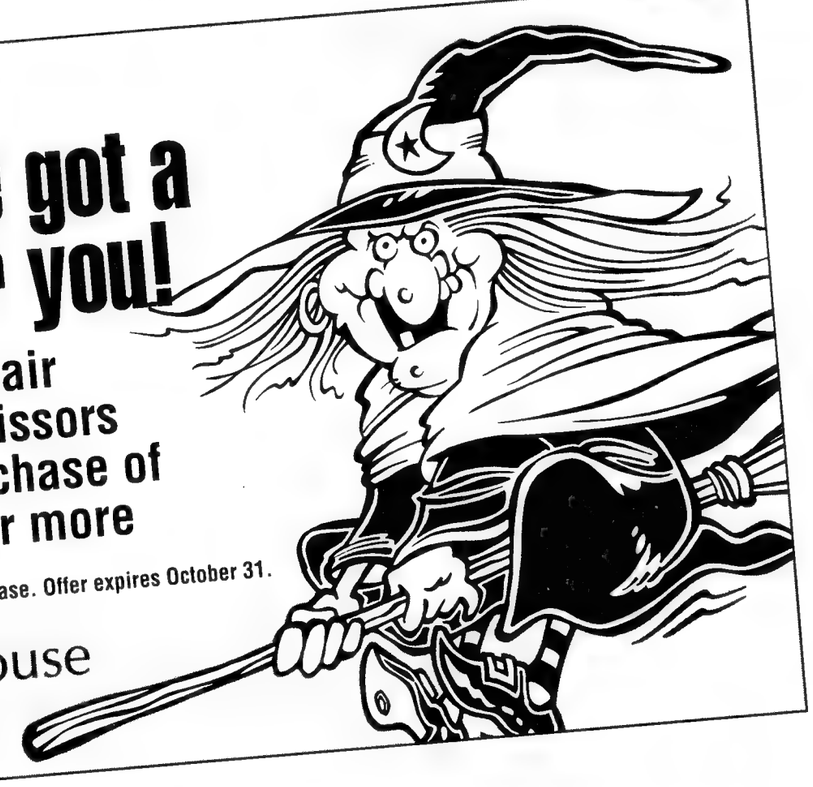
Brunch

Have we got a deal for you!

Free pair of 12" scissors with a purchase of $10.00 or more

Present this card at time of purchase. Offer expires October 31.

the FabricHouse
•Westlake Plaza 555-4112
•Northgate Square 555-8142



October Sale

Prices are falling on designer furniture now thru Oct. 31st

Get reduced prices on name brands like...
- Bathgate/Roberts
- Smithson Gray
- LaRue Furniture Co.
- Finishing Touches
- Kuppmann's
- Paddington Bros.

0% Financing
From now until March 1993, pay no interest on purchases of $250.00 or more.

Anderson
Furniture Gallery
4121 S. Flemming Way Dr.
Open Mon.-Sat. 9 AM-8 PM
Major credit cards accepted

October 10-11
Craft Show

This Saturday and Sunday you're invited to our 17th annual craft show featuring pottery, paintings, sculptures, lapidary, and much more.

Many demonstrations and craftswork done on the spot. Open daily 9-6.

Lincoln Plaza

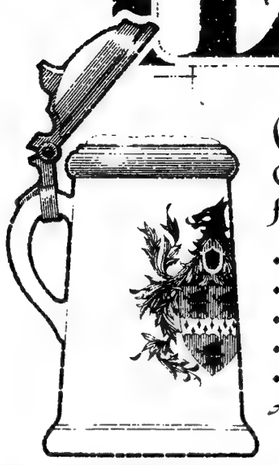
Shop and Compare!

If you find any appliance we sell advertised for less elsewhere in the marketing area, Cathcart will match their price and take an additional 5% off your cost.

Cathcart Appliances
4311 Brandywine Dr.

Stein Oct. 86 PMS

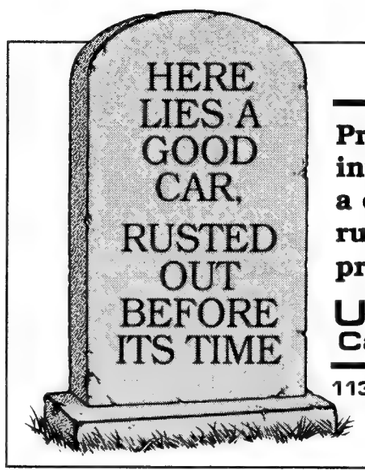
OKTOBERFEST



October 23~25
Celebrate the old-fashioned German way

- Lowenhaus • Folk Singing
- Bratwurst Eating Contest
- German Bands • Magicians
- Traditional Dance Contest
- Food Booths • Much More

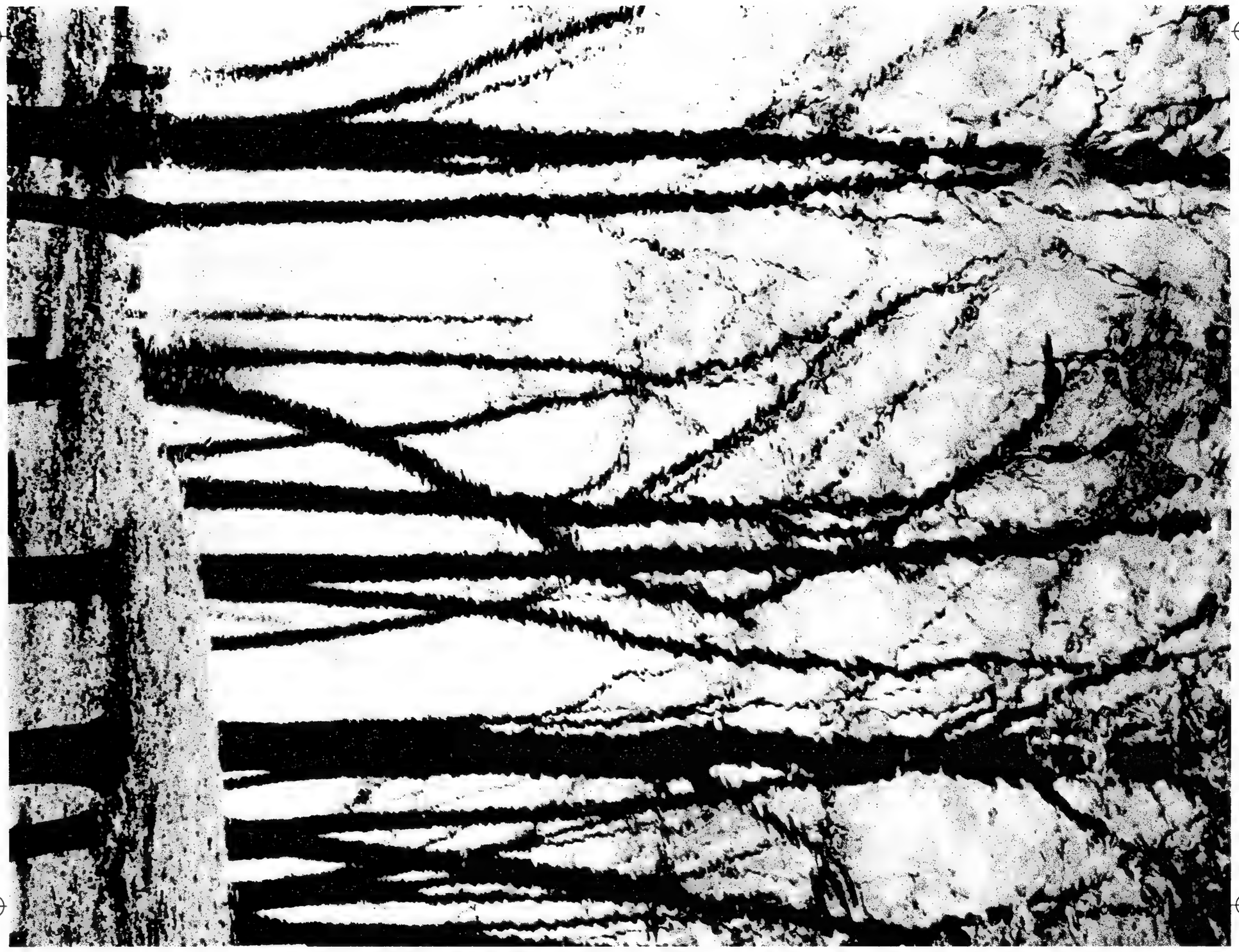
All at Germantown Square



Protect your investment with a call to the rustproofing pros at

Ultimate Car Center

113 Pleasant St.
555-4545



BLACK PLATE

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COLOR PLATE

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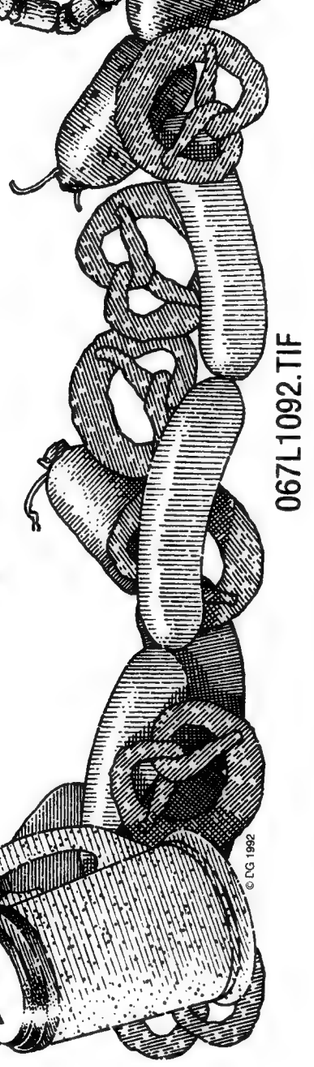

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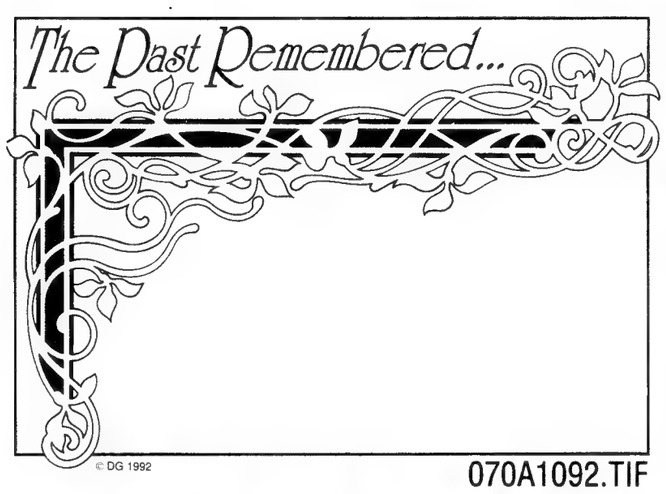

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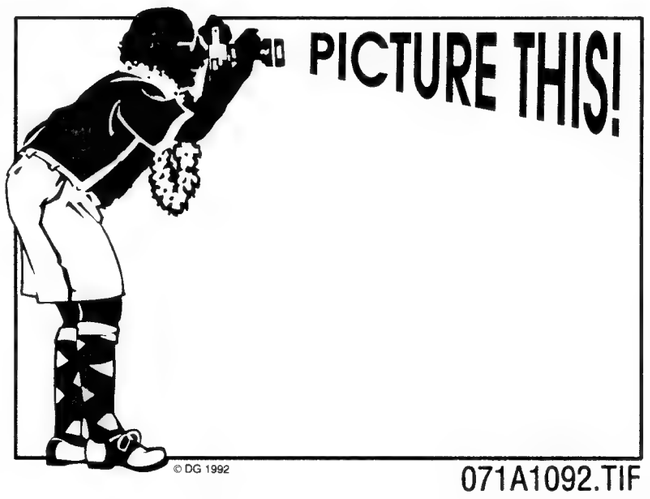

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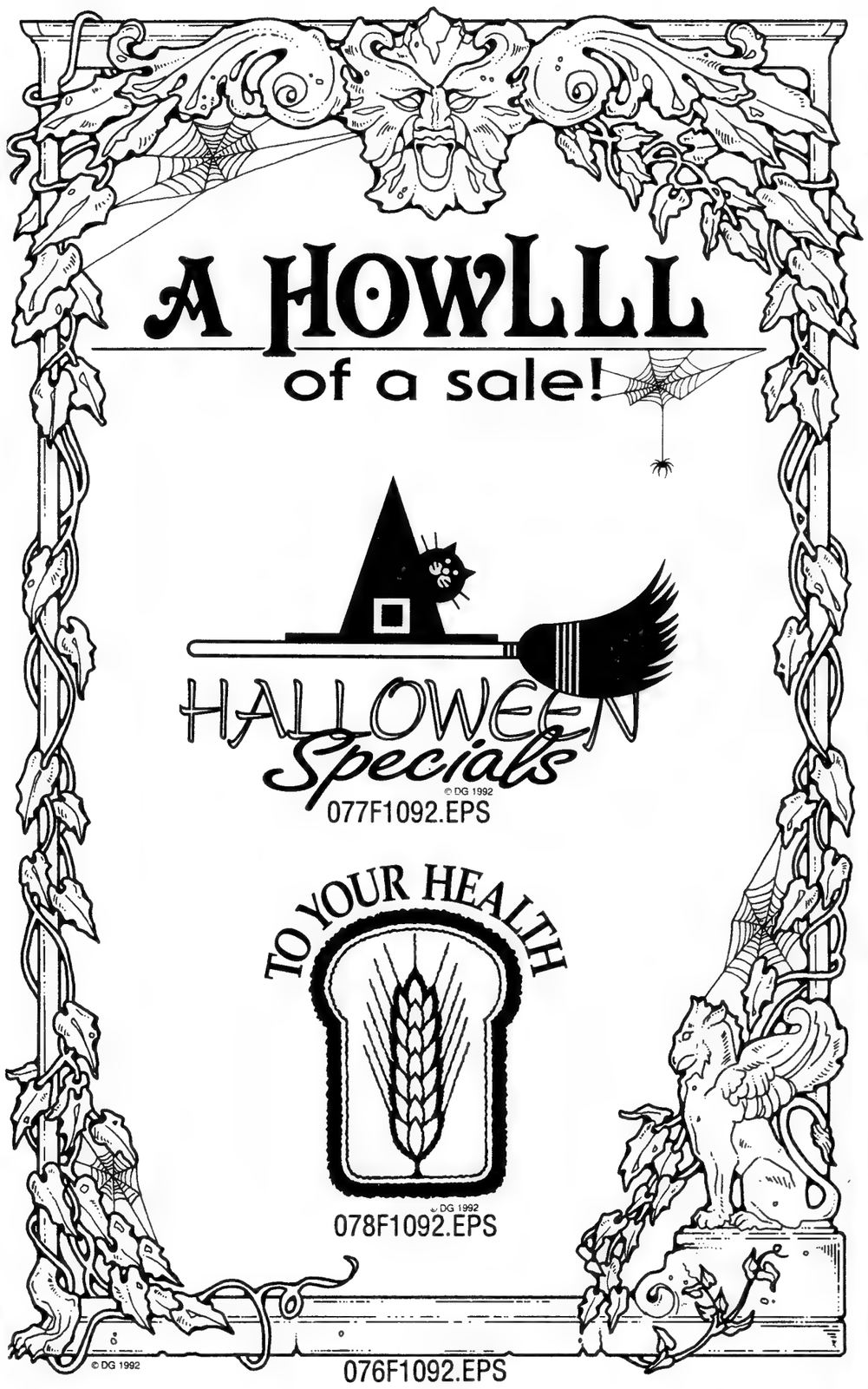

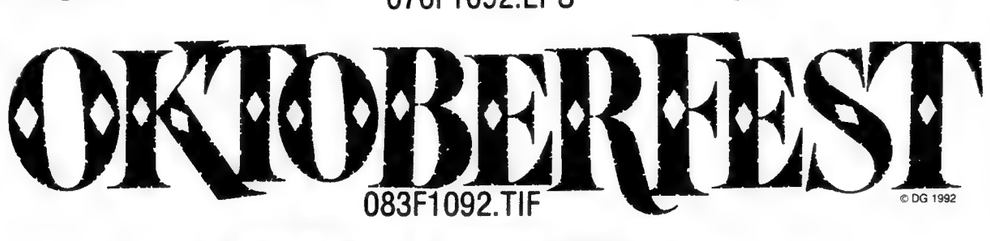

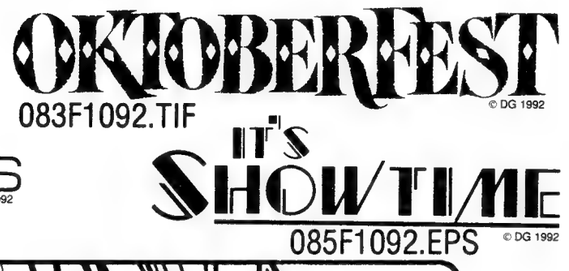

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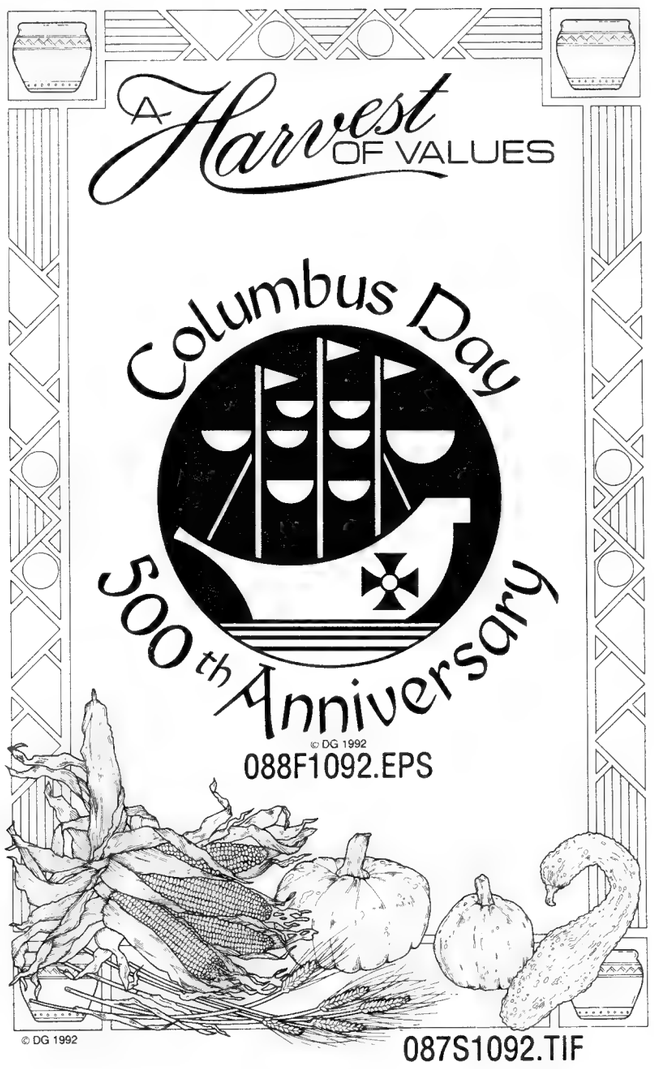
A Harvest OF VALUES



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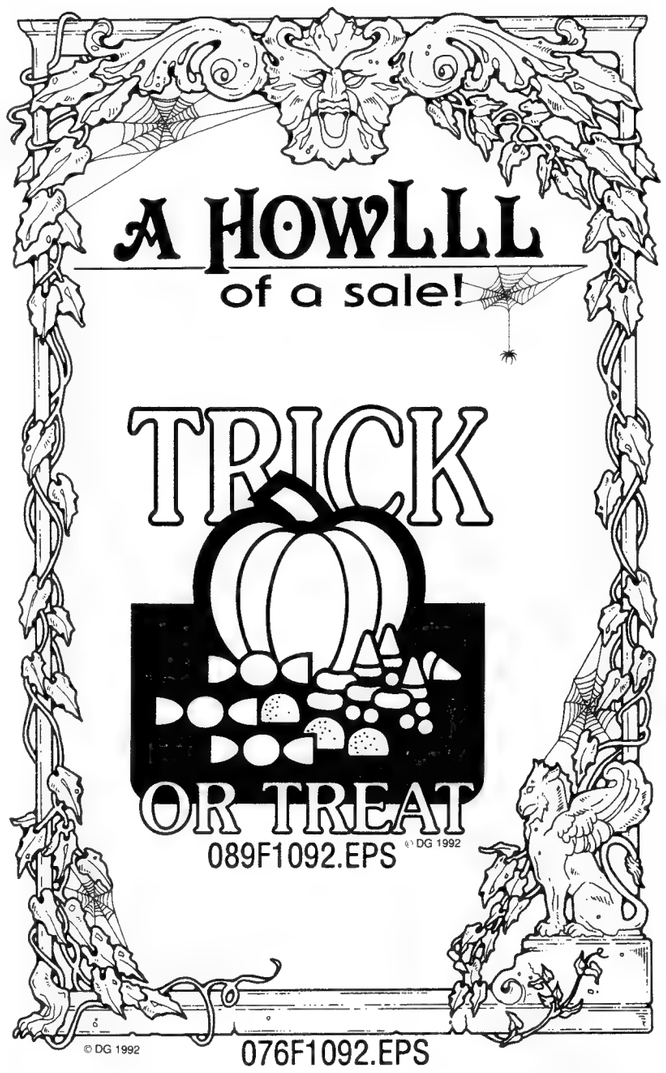

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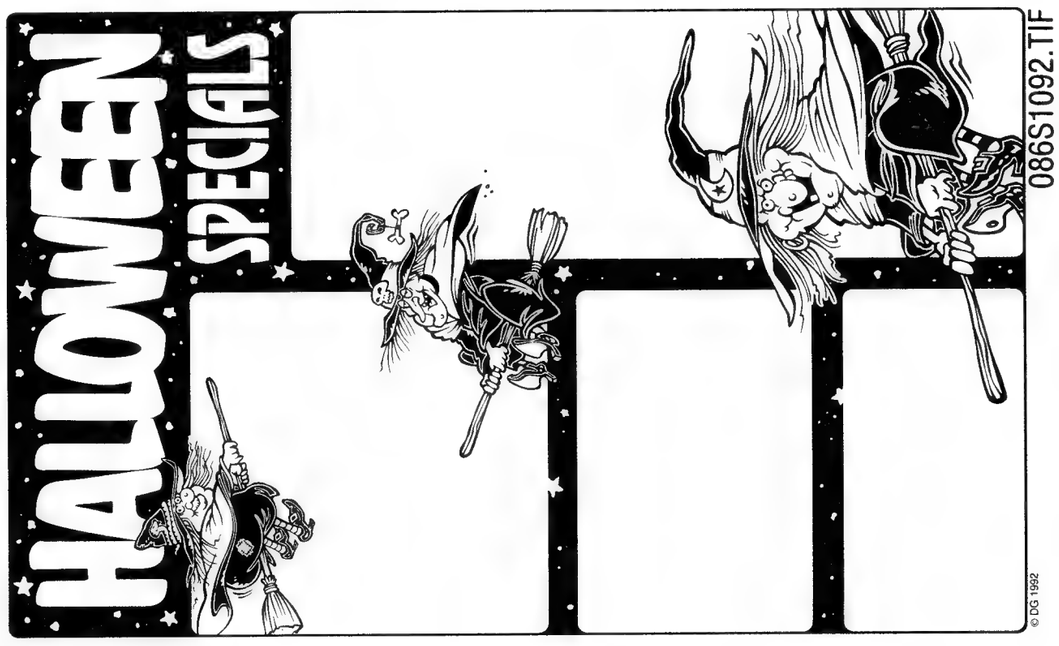

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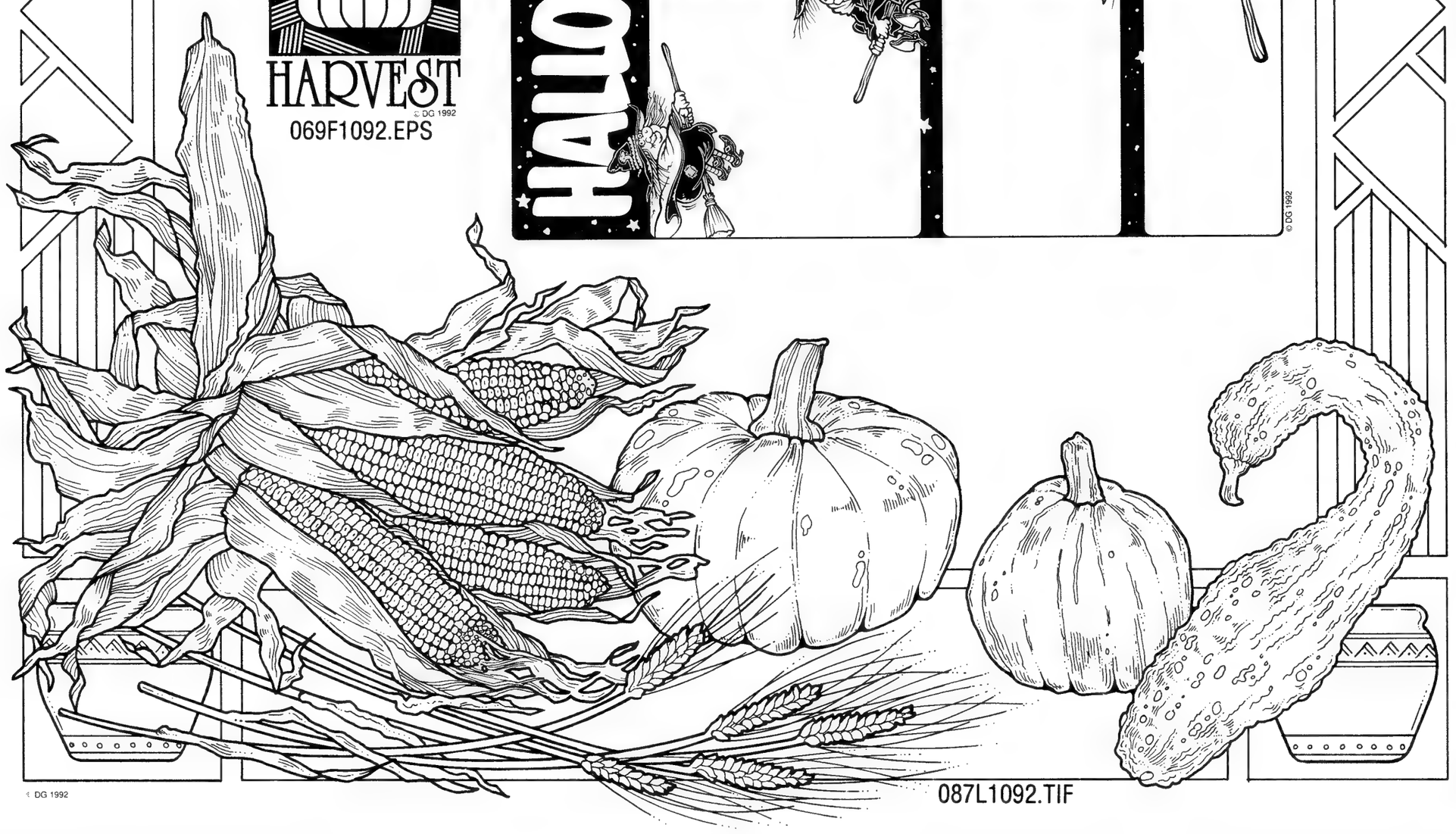

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For the Way
You Live Today

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ENJOY YOUR
LEISURE TIME

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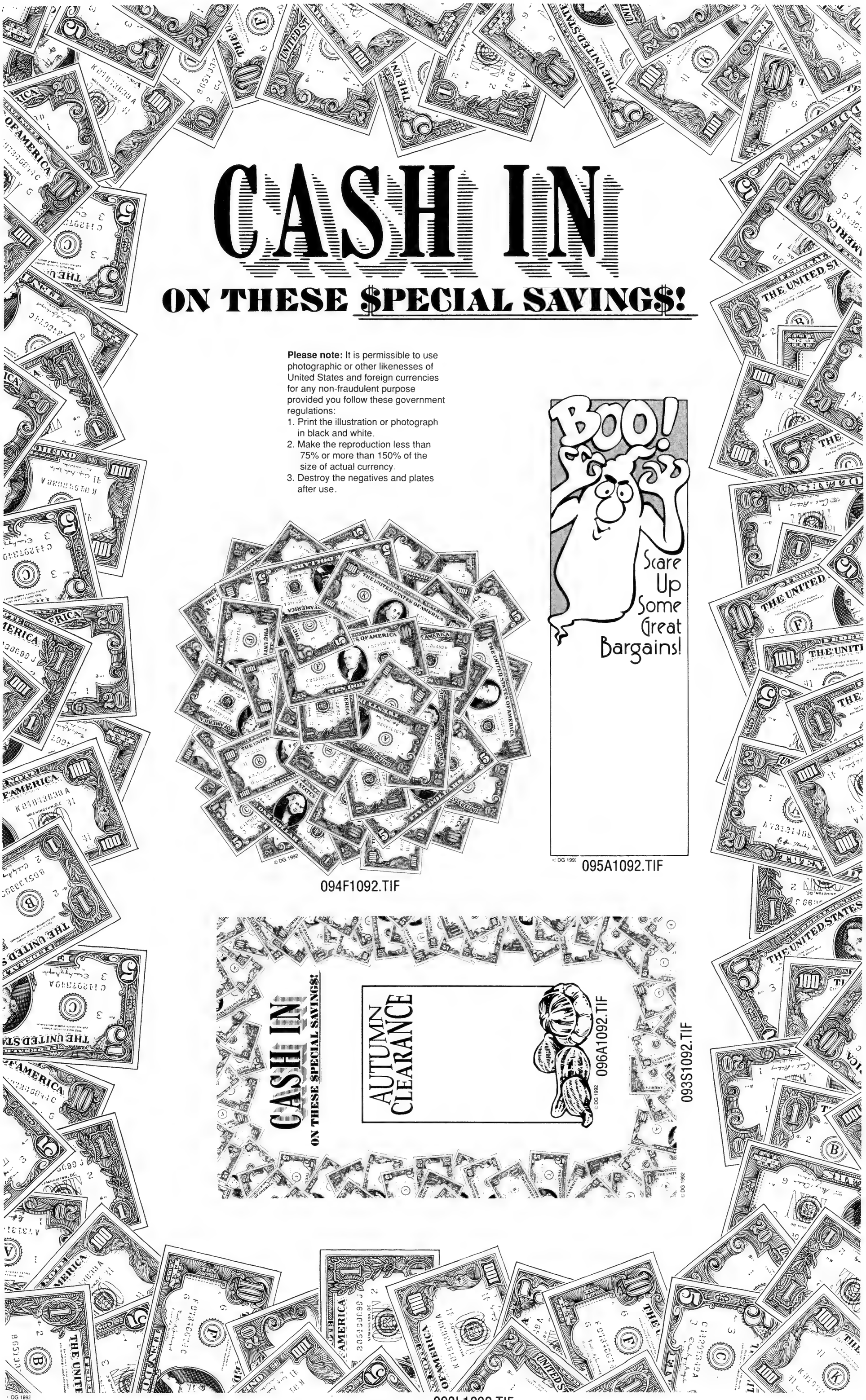

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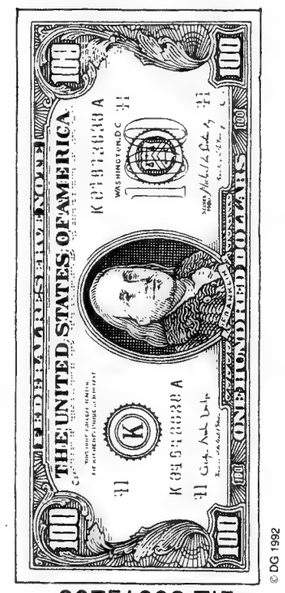

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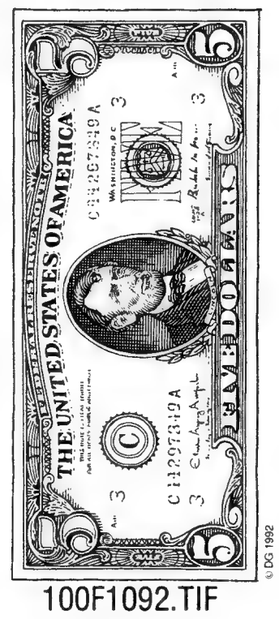

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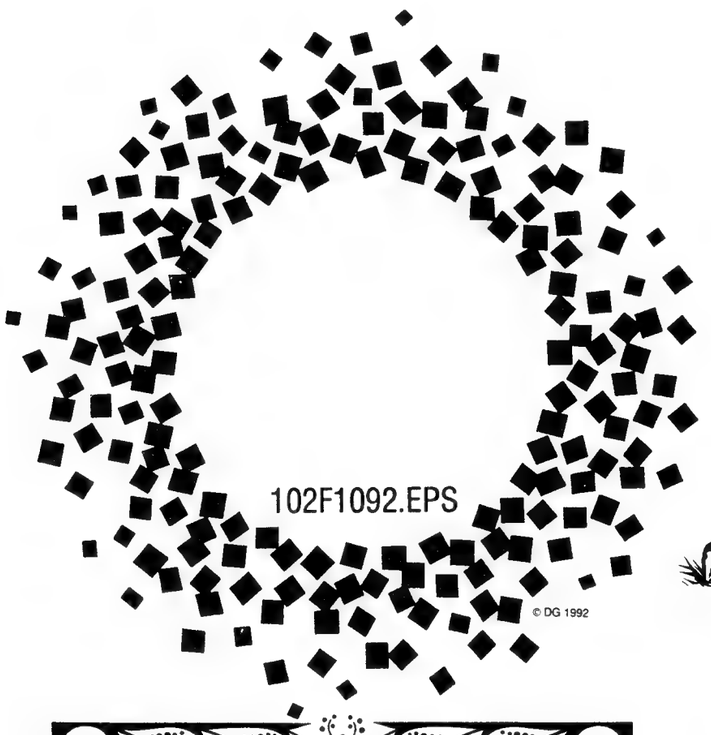

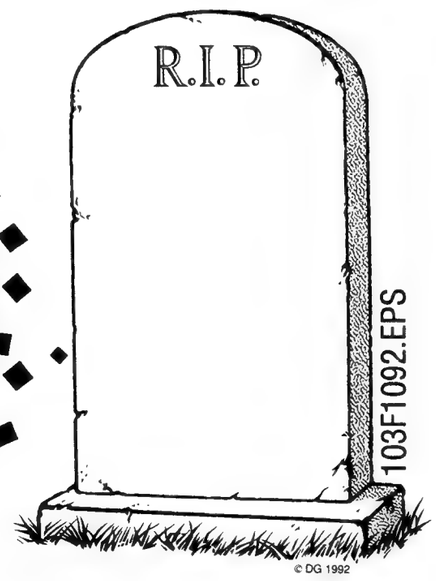

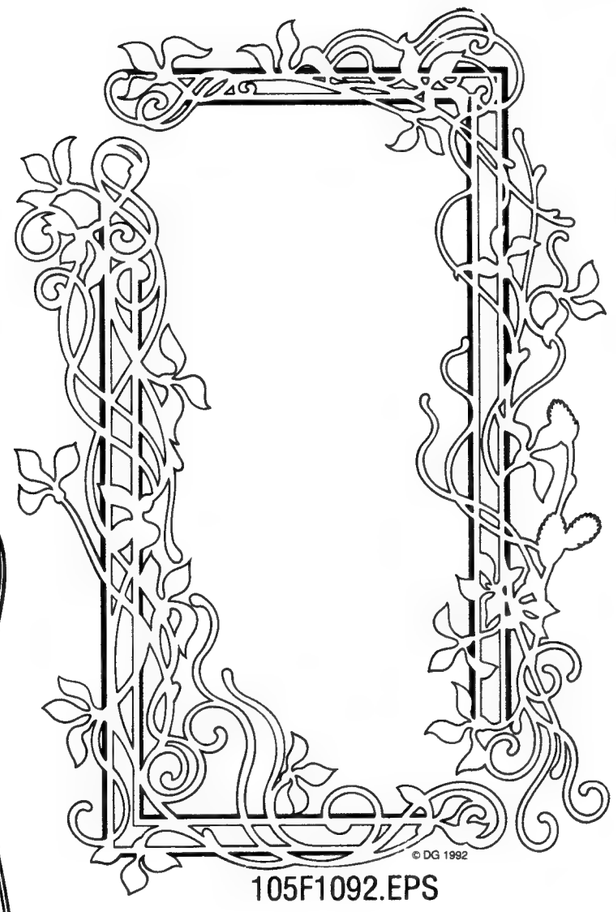

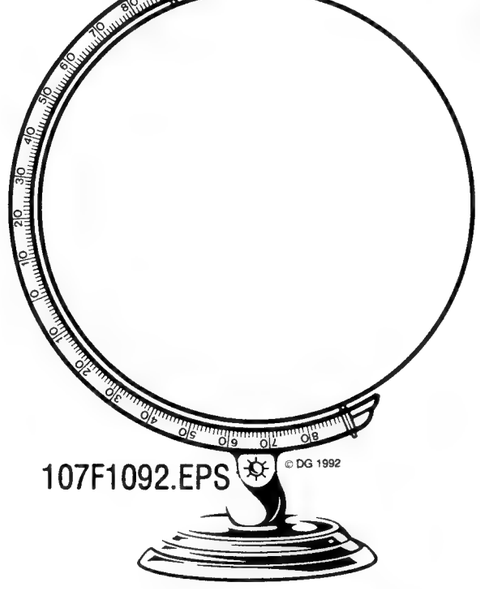

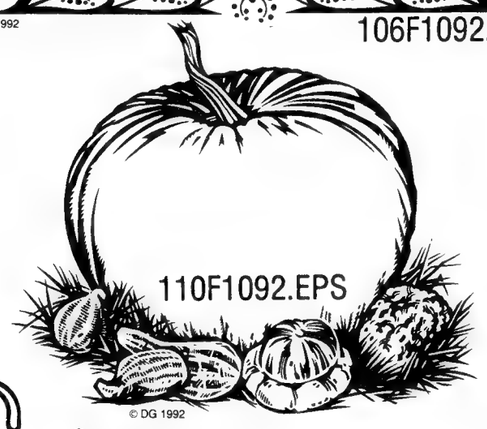

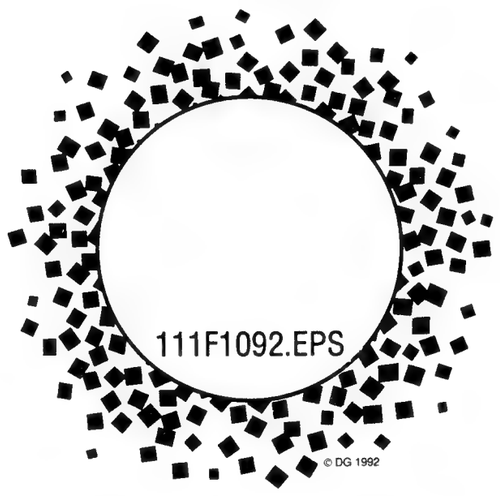

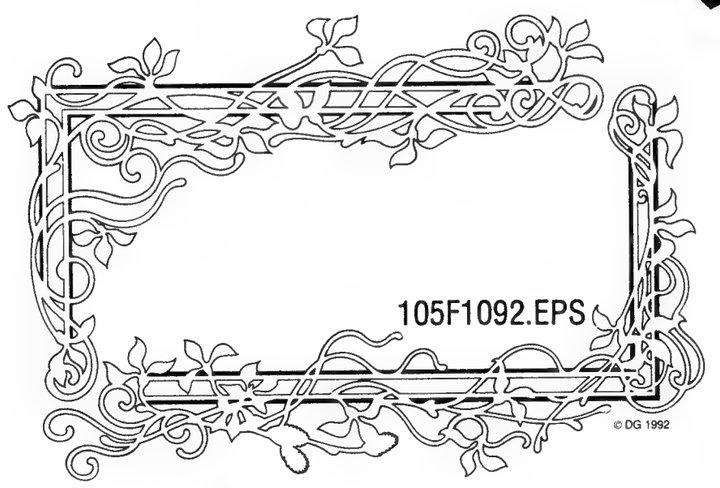

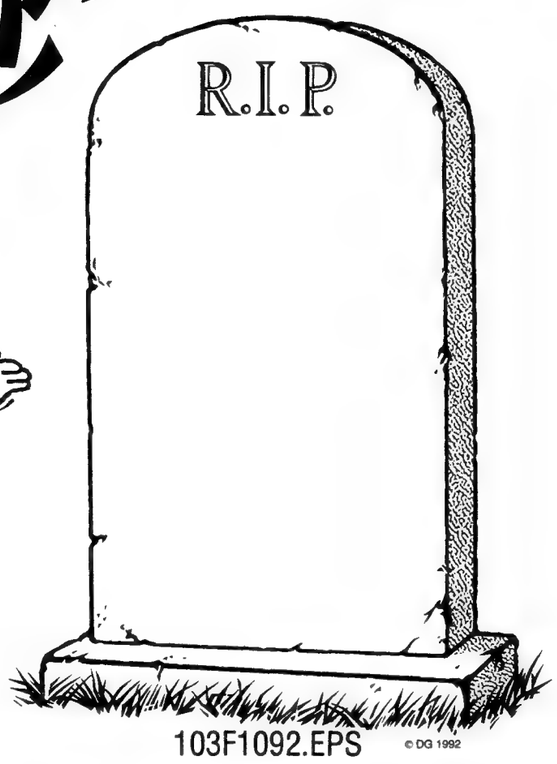

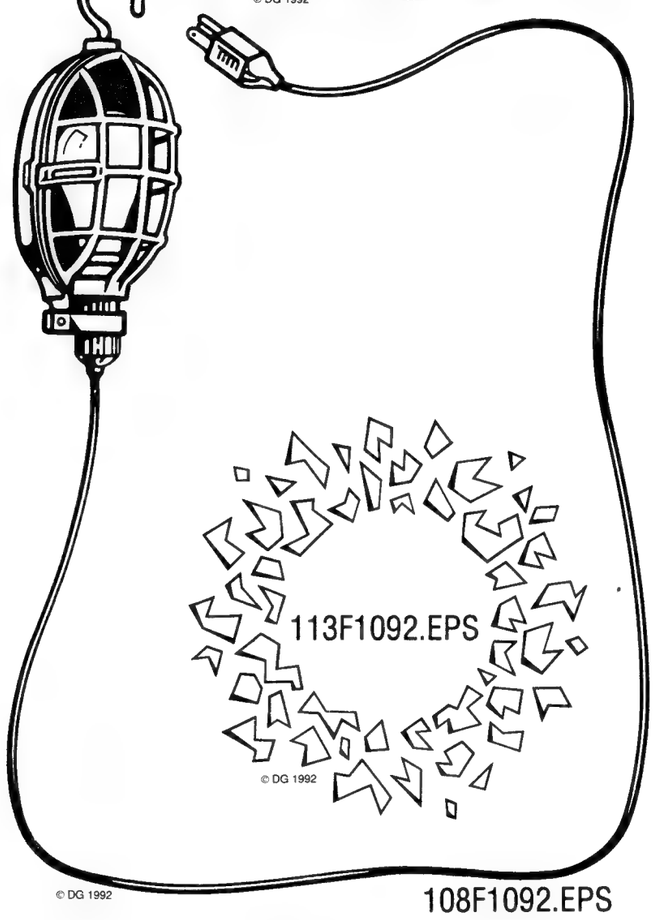

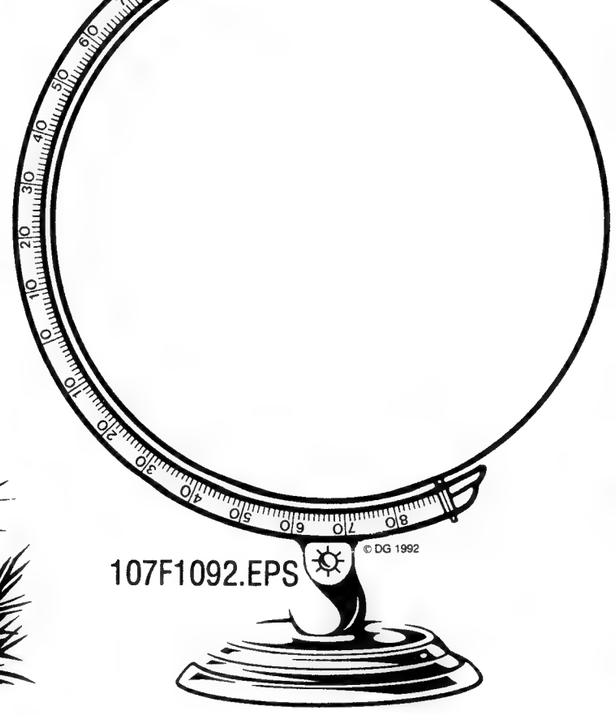

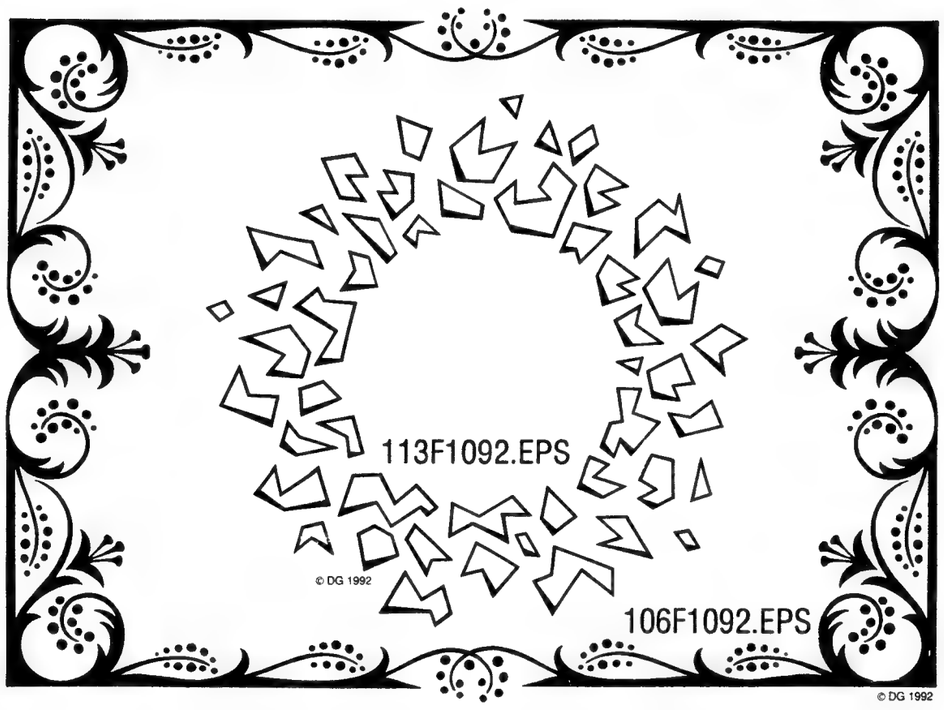

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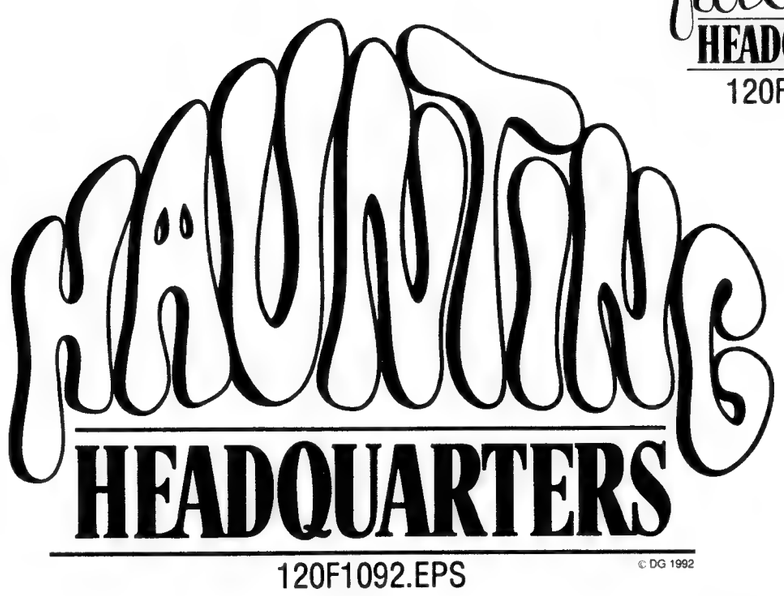

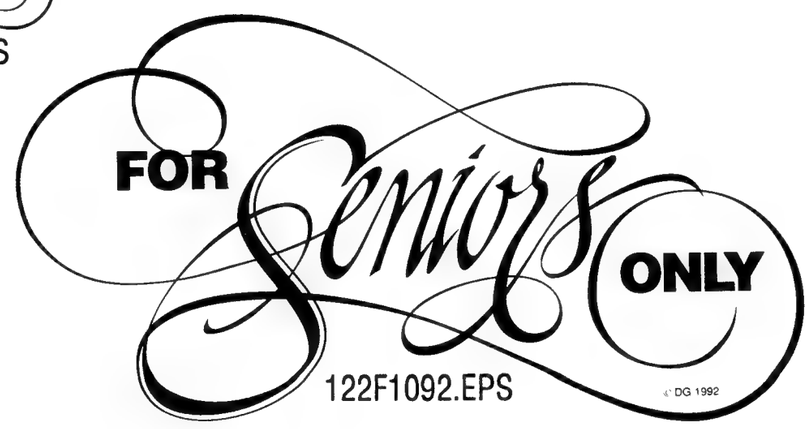

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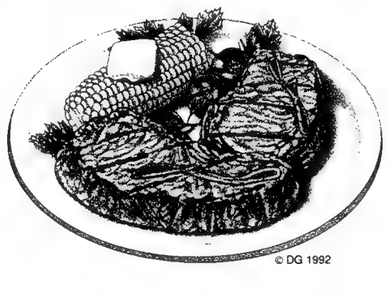
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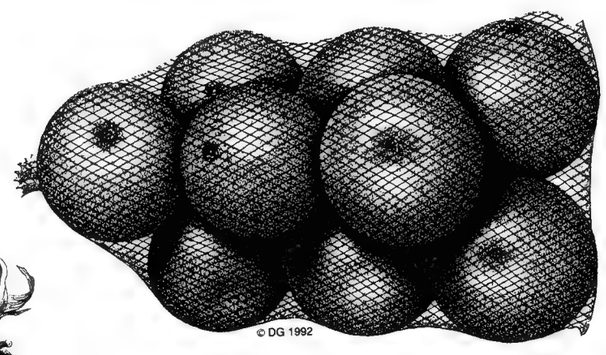
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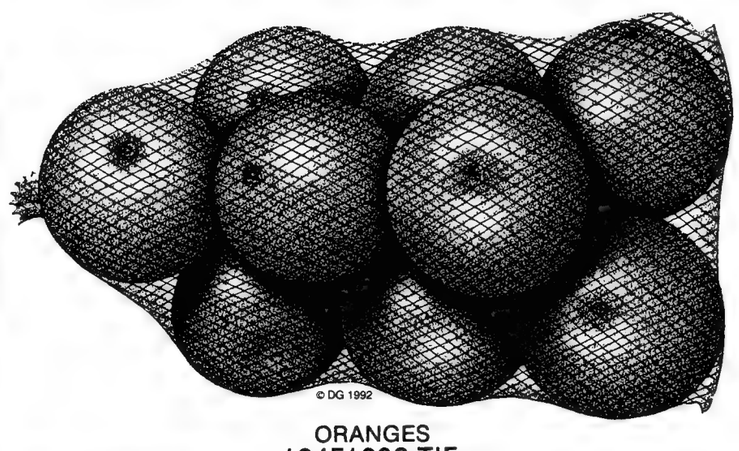
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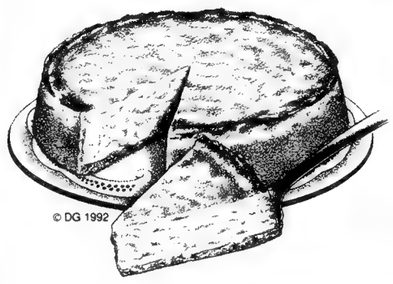
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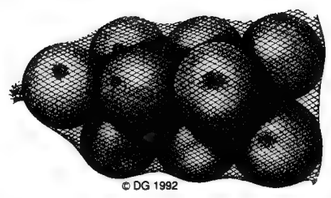
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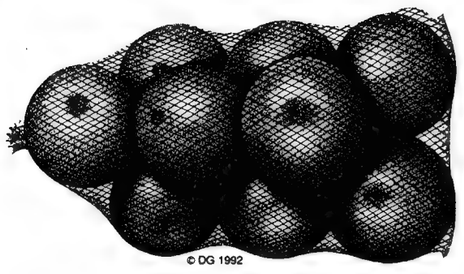
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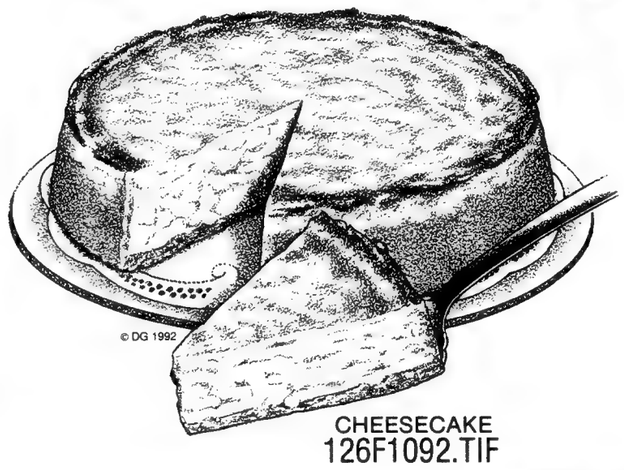
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CHEESECAKE
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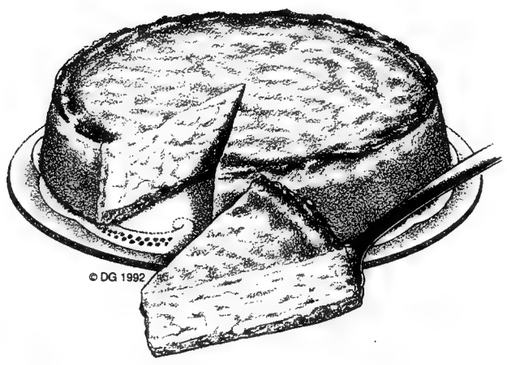
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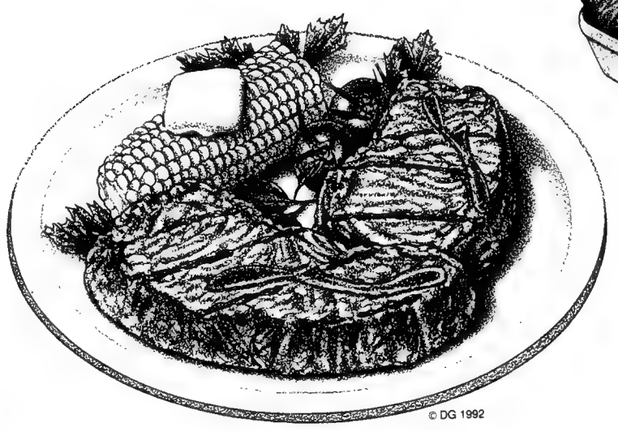
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PORK STEAKS
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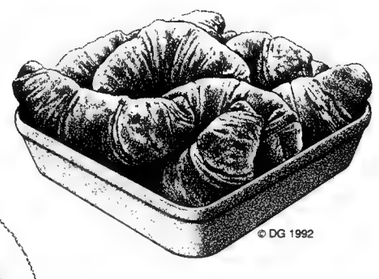
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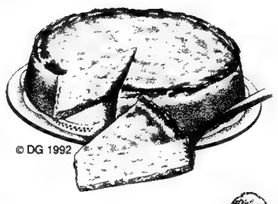
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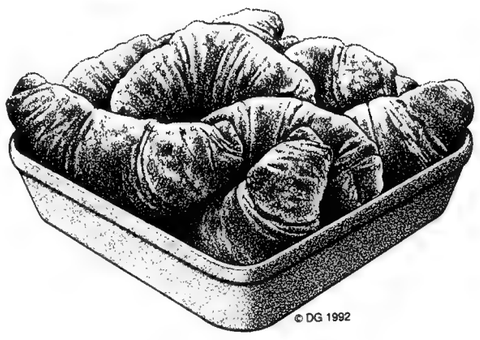
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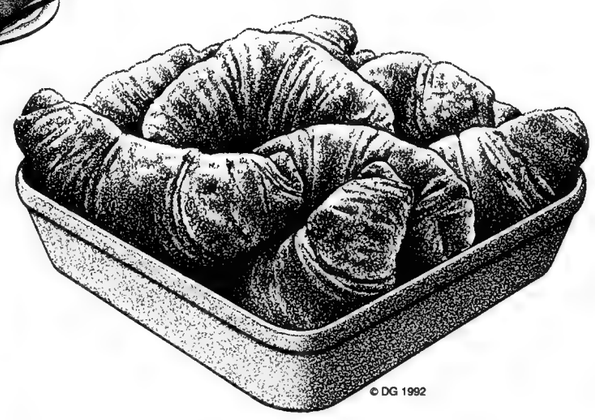
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CRESCENT ROLLS
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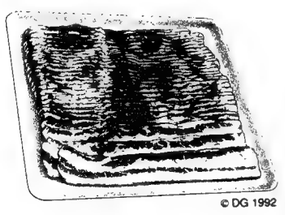
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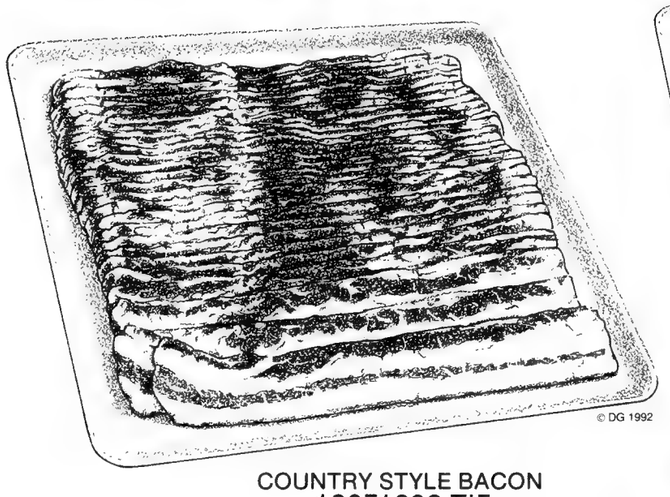
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COUNTRY STYLE BACON
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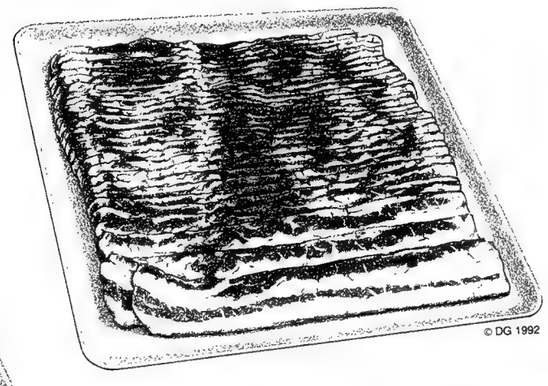
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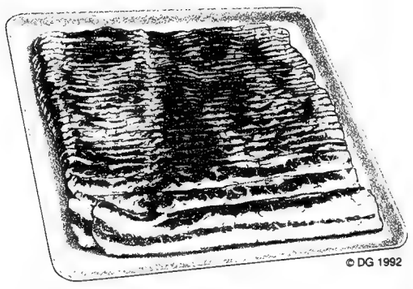
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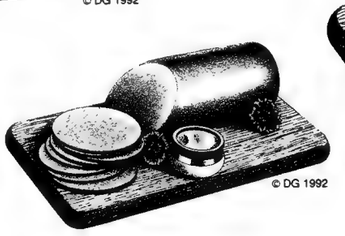
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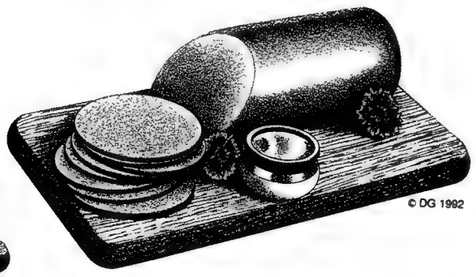
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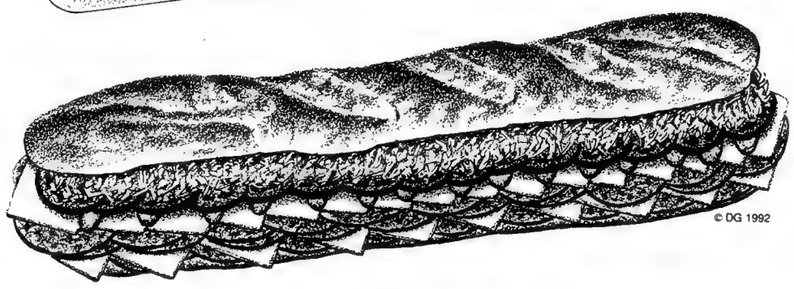
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3 FT. DELI SANDWICH
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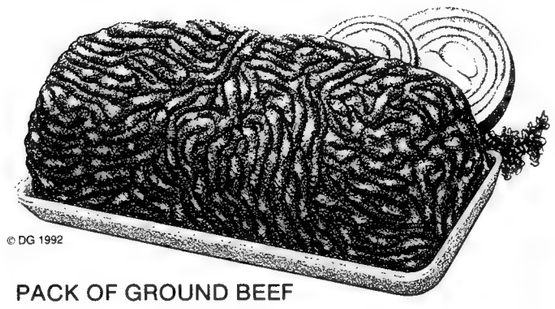
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PACK OF GROUND BEEF
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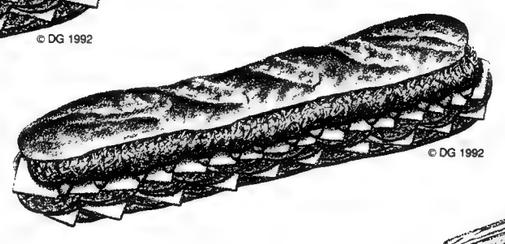
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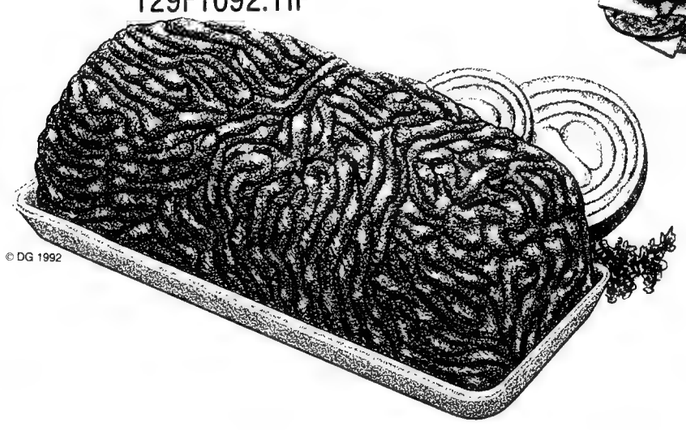
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BOLOGNA
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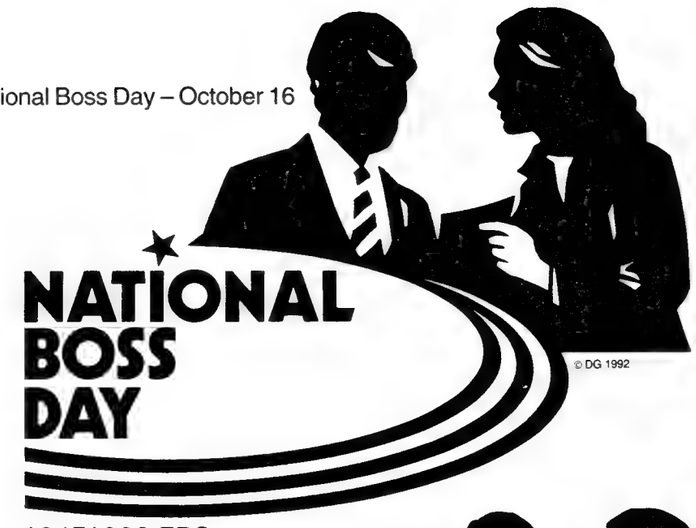
Promotional Tie-ins

Get the *PMS* advantage with new tie-in illustrations every month. Special days, events, and observances for the month, plus seasonal themes, infuse your advertising with the immediacy, novelty, and graphic punch that get attention in any environment.

Use these illustrations to provide timely tie-in ideas for your promotions, or you can use the artwork for other advertising purposes.

Consumer Information Month

National Boss Day – October 16



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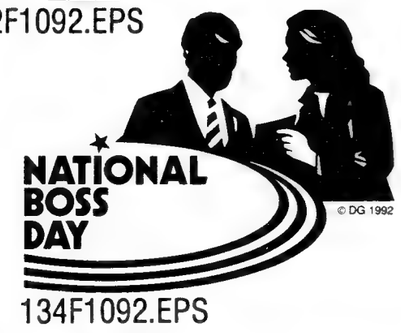

134F1092.EPS

134F1092.EPS

National Disability Employment Awareness Month

National Adopt-A-Dog Month

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135F1092.EPS

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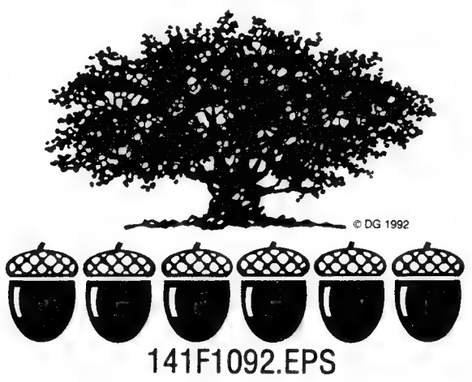

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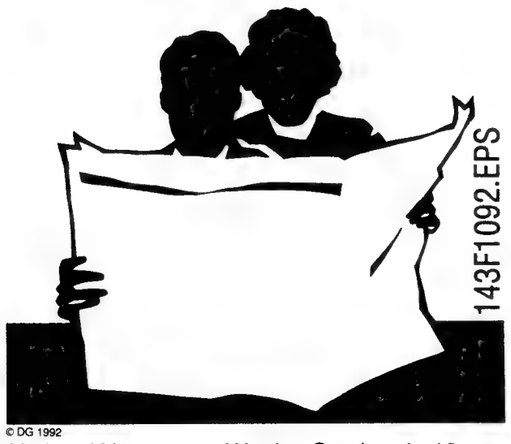

National Newspaper Week – October 4 - 10

Computer Learning Month

147F1092.EPS

145F1092.EPS

National Car Care Month

147F1092.EPS

144F1092.EPS

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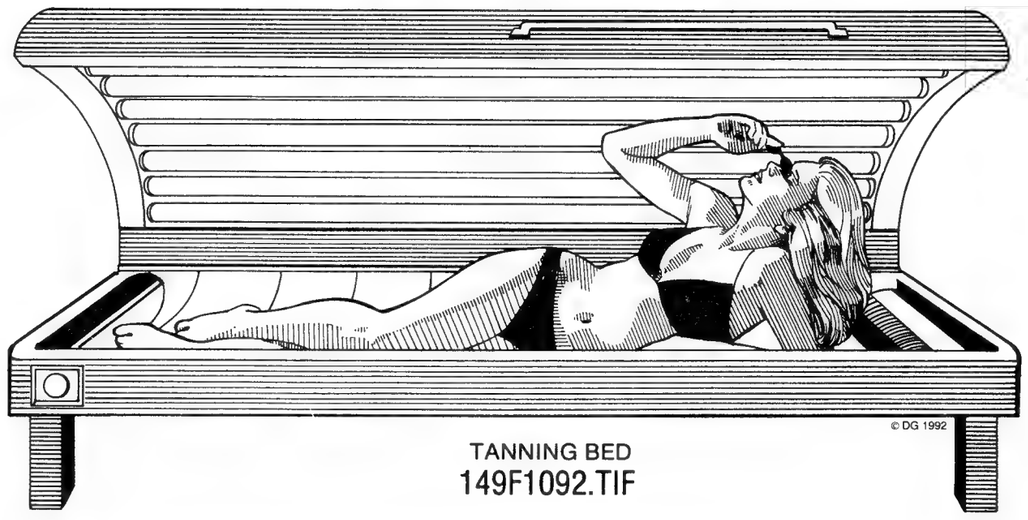
BUSINESS & COMMERCE

An ongoing series depicting the workings of the business and professional community. If you have the need for a specific business or commerce illustration, please contact us. We appreciate your suggestions!

PRINTER

148F1092.TIF



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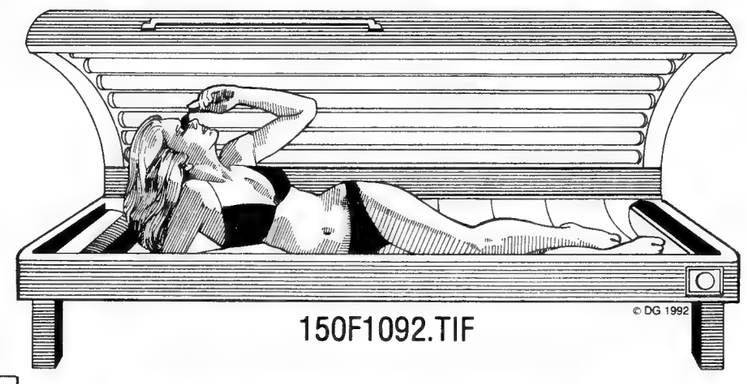

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OFFICE CLEANING SERVICE

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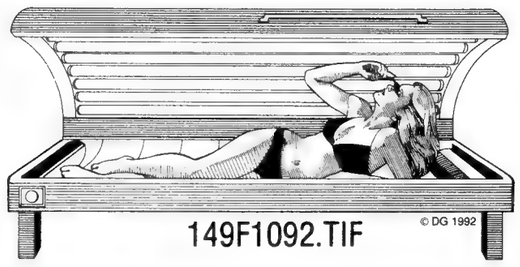

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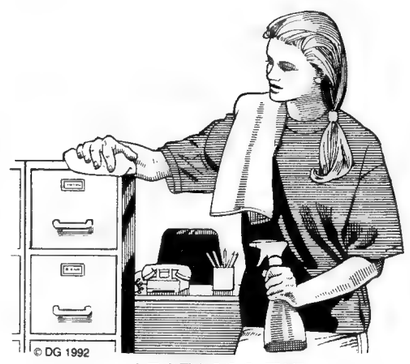

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CATERER

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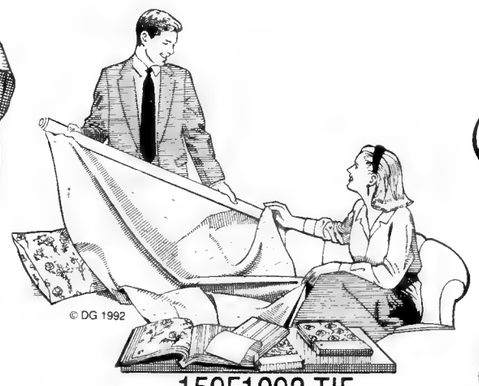

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CONVALESCENT AIDS — SALES/RENTAL

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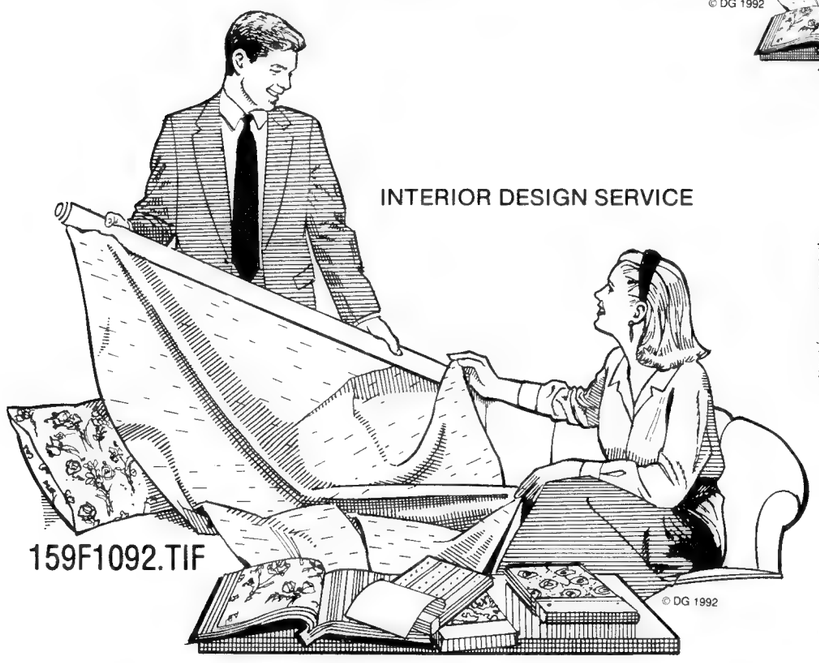

INTERIOR DESIGN SERVICE

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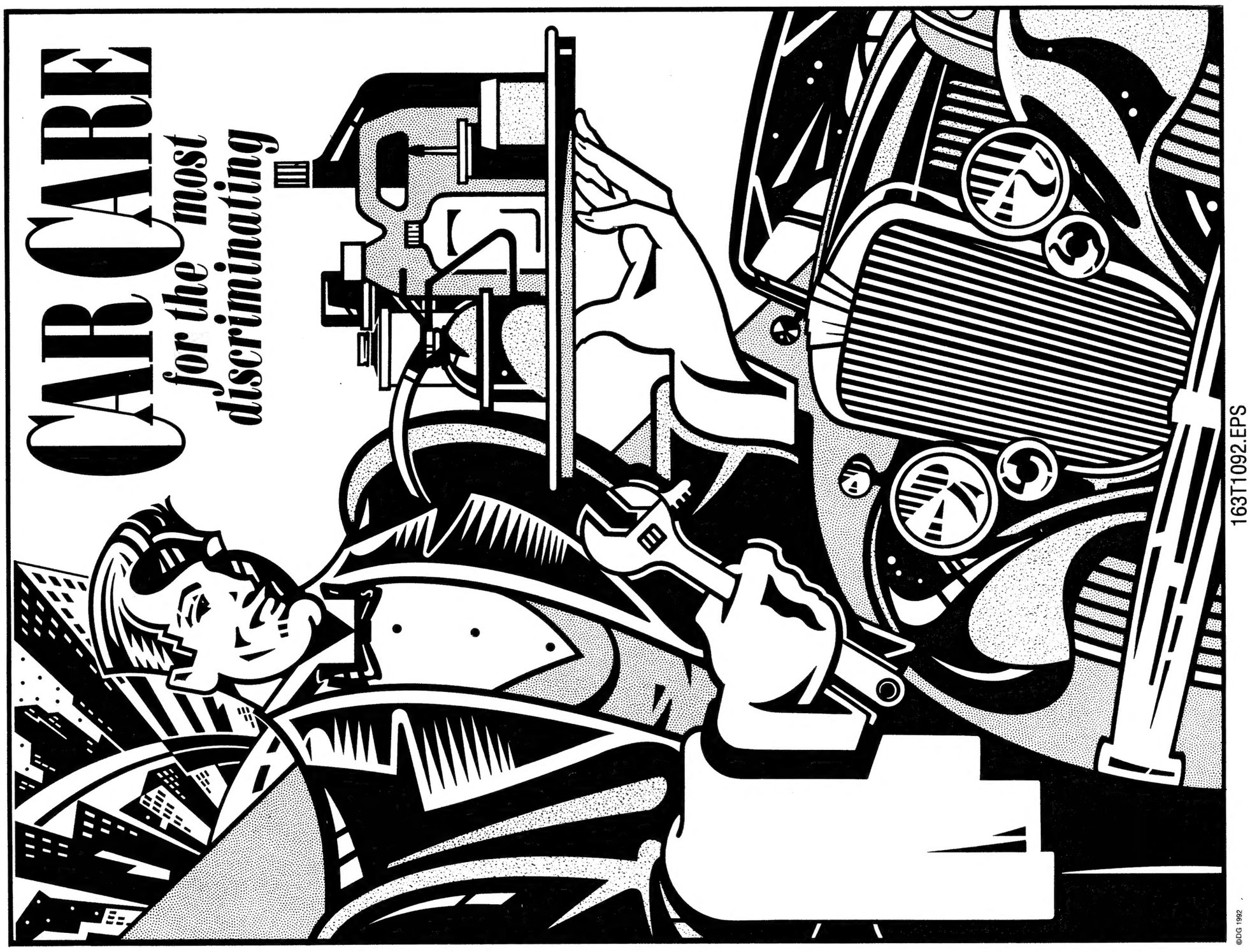
CD-ROM DG92N09



163T1092.EPS

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Shown below is the full color proof of the color separations appearing on pages 27 and 28.

162C1092.TIF

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162C1092.EPS (Color Separated)

• RED PLATE

• YELLOW PLATE

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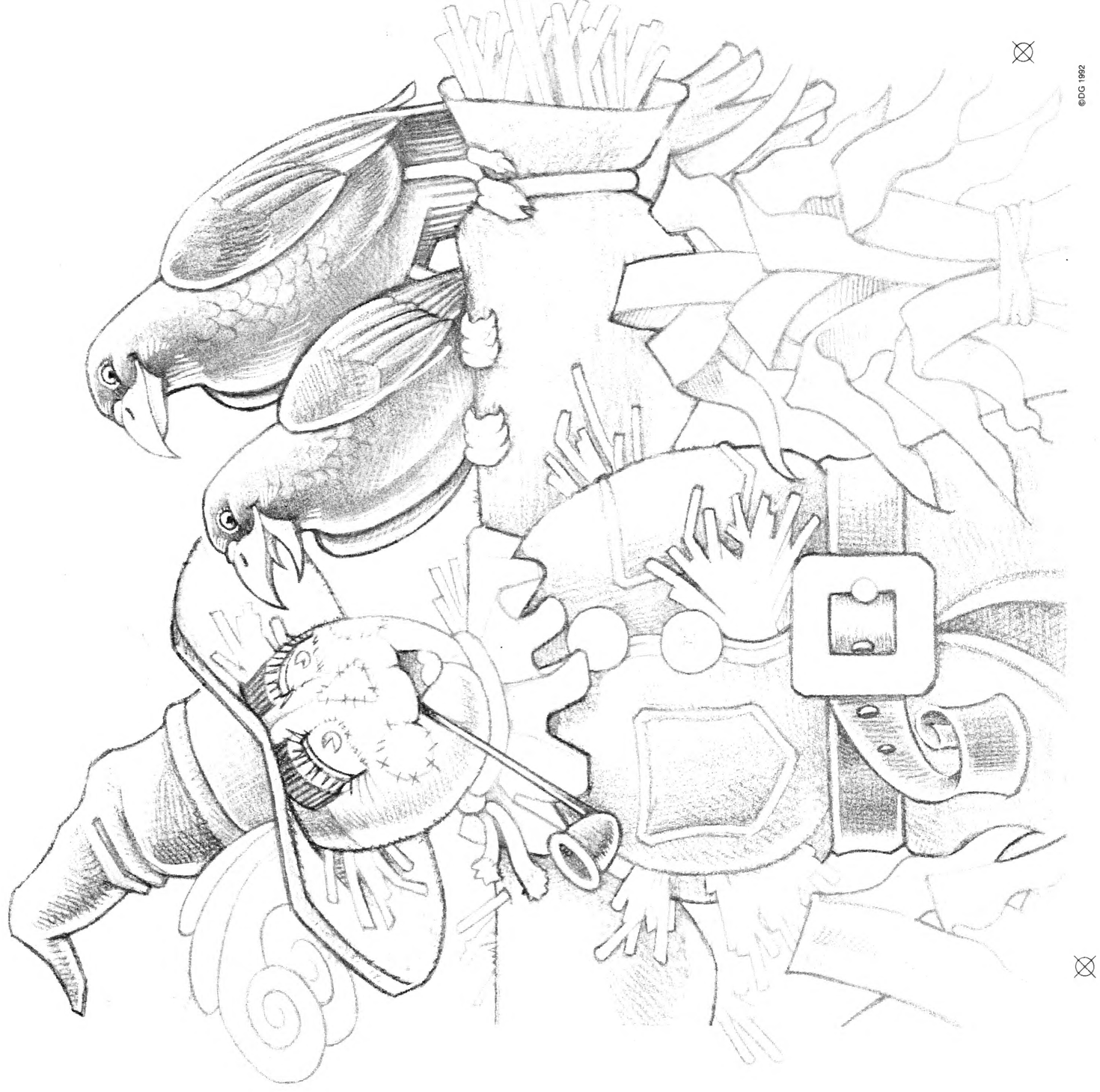
• BLUE PLATE

This Print Media Service 4-color separation is camera ready. Full-color proof is shown on Page 26. To achieve full color, print the red plate in process magenta, the yellow plate in process yellow, the blue plate in process cyan, and the black plate in black. All printers are separated in 85-line screen.



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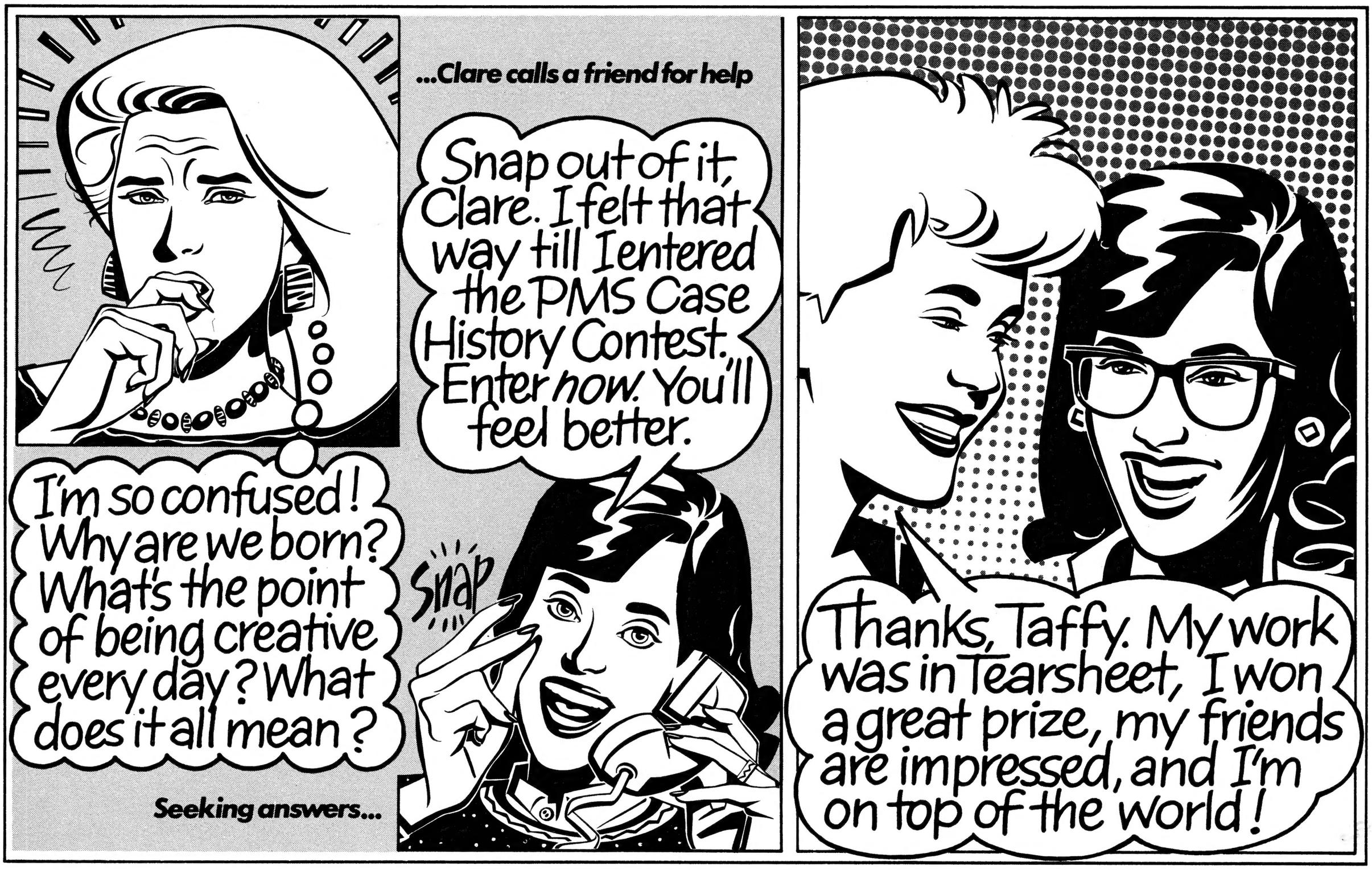
• BLACK PLATE

THE DESIGNING LIFE



Feelin' down? The PMS case history contest gives you 4 good reasons to keep going. . .

1. **Recognition for your creative achievements.** The committee selects 6 winners every month on the basis of quality, creativity, originality, and design application. Winners are published in **Tearsheet** magazine. You receive credit for your project and others will look to your work for inspiration. Proof positive that you and **PMS** make an unbeatable team. Plus, your parents will be so proud of you.
2. **Valuable prizes awarded.** As a winner, you choose what you want from the prize catalog: coolers, clocks, calculators, sports stuff, telephones, watches, small appliances, a wok set, and much more.
3. **Hand-lettered award certificate.** Tasteful design features your name, done in calligraphy by our hand-lettering artist. Display it proudly.
4. **No deadline.** Enter as often as you want. The more you enter, the better your odds of winning. Each entry is acknowledged with a letter of thanks from the creative coordinator. So snap out of it. Enter right now. It's easy.

ATTACH THIS FORM TO EACH ENTRY

NAME _____

TITLE _____

COMPANY _____

STREET ADDRESS _____

CITY _____ **STATE** _____ **ZIP** _____

PMS ART FROM _____
(month) (year) (page no.)

REMARKS _____

_____
(attach more paper if necessary)

SIGNATURE _____

I understand that my entry and comments become the property of Dynamic Graphics, Inc. Use may include, but is not limited to, publication in *Tearsheet* magazine and other promotional material.

MAIL TO: PMS Case History Contest, Dynamic Graphics, Inc.
6000 N. Forest Park Drive, Peoria, IL 61614-3592

CONTEST RULES:

1. Subscribers to **PMS** may enter any graphic project containing **PMS** art.
2. Send in as many entries as you want to. Please attach a copy of the entry form, shown left, to each project and make sure the form is filled out completely.
3. Include the **PMS** month and year from which the art was taken, brief comments explaining any special techniques used, plus other important details.
4. For best reproduction, mail your entry unfolded. **Do not mount newsprint items.**

Your prize will be sent UPS so be sure to include your street address for delivery purposes. When you win, we win by being able to share your original design ideas with other **PMS** subscribers.

WINNERS WILL BE NOTIFIED TWO TO THREE WEEKS AFTER PUBLICATION OF THE ISSUE IN WHICH ENTRIES APPEAR.